

OUR MISSION 使命宣言

We at BEA strive to provide best in class financial services, always demanding the highest standard of professionalism and integrity of ourselves. With a commitment to quality of service, we focus on satisfying customer needs. We aim to grow, together with our customers, our shareholders and our colleagues.

東亞銀行 竭力提供最卓越的金融服務，遵行最高之專業和誠信準則。我們承諾提高服務質素，致力滿足客戶之需要。並以與客戶、股東、員工與時並進為目標。

Since its incorporation in 1918, The Bank of East Asia ("BEA") has dedicated itself to serving the people of Hong Kong, as well as its expanding customer base in China and overseas. As Hong Kong's largest independent local bank, BEA has total consolidated assets of HK\$238.80 billion (US\$30.79 billion) as of 31st December, 2005. BEA is listed on the Stock Exchange of Hong Kong and is one of the constituent stocks of the Hang Seng Index.

With more than 6,400 employees around the world, BEA now operates a global network of approximately 160 outlets covering Hong Kong and the rest of Greater China, the United States, Canada, the United Kingdom, the British Virgin Islands, and Southeast Asia.

BEA delivers comprehensive retail and wholesale banking services through its Personal Banking, Corporate Banking, Investment Banking, Wealth Management, China, and International divisions. Products and services include deposit-taking, foreign currency savings, retail investment and wealth management services, mortgage loans, consumer loans, credit cards, Cyberbanking, bancassurance, Mandatory Provident Fund services, trade finance, syndication loans, remittances, and foreign exchange margin trading.

In addition to the Bank's core products and services, the BEA Group's major subsidiaries further enhance BEA's total offering to both individuals and companies. Blue Cross (Asia-Pacific) Insurance Limited provides comprehensive insurance coverage and Tricor Group enables customers to build their businesses through a complete range of integrated business, corporate, and investor services.

BEA will continue to focus its energies on achieving its vision to be the preferred bank among Chinese communities around the world.

東亞銀行自1918年成立以來，一直竭誠服務香港客戶，以及日益擴大的內地和海外客戶群；現為全港最大的獨立本地銀行，於2005年12月31日的綜合資產總額達港幣2,388億元（約合307.9億美元）。本行於香港聯合交易所上市，為恒生指數成份股之一。

本行在全球設有約160多個據點，遍及香港、大中華區、美國、加拿大、英國、英屬處女群島和東南亞國家，組成龐大的服務網絡，共聘用逾6,400名員工。

本行以提供全面的零售和批發銀行服務稱著，透過個人銀行、企業銀行、投資銀行、財富管理、中國業務和國際業務等部門，全力滿足客戶的理財和投資需要。產品和服務範圍涵蓋存款、外幣儲蓄、零售投資和財富管理服務、樓宇按揭貸款、私人貸款、信用卡產品、電子網絡銀行服務、銀行保險產品、強制性公積金服務、貿易融資、銀團貸款、匯款和外匯孖展交易等。

除上述核心產品和服務外，本行亦透過集團附屬公司——藍十字(亞太)保險有限公司，提供完善的保險服務，而另一附屬公司——卓佳集團，則專注提供完備的商業、企業和投資者綜合服務。

本行將持續發揮優勢，矢志成為世界各地客戶，尤其是華人社群首選的銀行。