

# Investor Relations Management

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## 1 OBJECTIVES

The Bank's investor relations aims to establish a platform of communication and exchange information between the Bank and investors and prospective investors through information disclosure and various ways in order to enhance the transparency of disclosure, that information is completely, accurately and timely delivered to the group of investors, increase investors' understanding and recognition of the Bank, increase the level of corporate governance, optimize shareholders' benefits and guarantee investors' legal interests.

## 2 INFRASTRUCTURE

The Bank has rapidly established a leading team of investor relations management after its successful listing. The leading team of investor relations management comprises the Chairman (team leader) and the senior management. It is responsible for stipulating the direction, policies, strategies and objectives of investor relations management. The Bank has formed a department specialized in the function of investor relations and established good internal coordination mechanism and information collection system.

In order to attain a higher standard of investor relations management, the Bank has stipulated and implemented a series of rule systems and operation procedures such as the Administrative Measures on Investor Relations, the Administrative Measures on Information Disclosure and the Rules on the Daily Tasks of Investor Relations Management based on the best practice standards and success stories of international public banks.

A healthy leading team system, a good coordination mechanism as well as organized rule systems and operation guidelines enable the Bank's investor relations team to move onto the right track within a short period and lay a solid foundation for the further enhancement of investor relations in the future.

### **3 REVIEW OF THE ACTIVITIES OF INVESTOR RELATIONS FOR 2005**

As the first bank of mainland China listed in Hong Kong, the Bank is committed to showing the situation of China's economic development and the progress of financial reform to investors, to demonstrate the development prospect of China's banking sector and the Bank's competitive edges as well as its continuous improvement in such aspects as risk management and operation mechanism, and to enhance investors' understanding and recognition of China's banking sector and the Bank through such methods as road shows, investor promotional seminars and forums, ordinary meetings with investors and teleconferencing. The Bank's investor hotline and email mailbox maintain a relatively high rate of answer and reply as well as provide timely feedback to investors' requests; the Bank also improves and continues to keep an effective network of investor relations with the aim to provide more updated information sources to investors. The Bank's investor relations is widely recognized by international investment sector and numerous investors, and has been awarded the Best Investor Relations (IPO) for the region of Hong Kong and Taiwan by the authoritative international magazine Investor Relations in 2005.

### **4 FUTURE PROSPECTS**

Looking ahead, the Bank will continue to improve further the means of communication and information exchange with investors, strengthen its measures on information disclosure pursuant to the requirements of investors to serve them better, as well as to increase investors' understanding of the Bank's operation and management. At the same time, the Bank also hopes to gain investors' continued support so as to enhance its operation and management capabilities, thus bringing sustainable and stable added value to investors.