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中銀香港(控股)有限公司

BOC HONG KONG (HOLDINGS) LIMITED

(Incorporated in Hong Kong with limited liability)

(the “Company”, Stock Code: 2388)

ANNOUNCEMENT

Election of Language and Means of Receipt of Corporate Communications

In view of the recent amendments to the Hong Kong Companies Ordinance (Chapter 32), and pursuant to the applicable regulation and the Articles of Association of the Company, the Company is making arrangements to ascertain the preferences of the Shareholders with respect to the choice of language and means of receipt of future Corporate Communications.

For the purposes of proactively fulfilling our social responsibility and reducing impact to the environment, the Company recommends the Shareholders to access the Corporate Communications posted on the website of the Company using electronic means in lieu of receiving printed copies.

INTRODUCTION

In view of the recent amendments to the Hong Kong Companies Ordinance (Chapter 32), and pursuant to the applicable regulation and the Articles of Association of the Company, the Company is making arrangements described below to ascertain the preferences of the shareholders of the Company (the “Shareholders”) with respect to the choice of language and means of receipt of future corporate communications of the Company, which means any document(s) to be issued by the Company for the information or action of any holders of its securities, including but not limited to (a) complete annual reports and accounts (the “Full Financial Report”); (b) summary financial reports (the “Financial Summary”); (c) interim reports; (d) notices of meeting; (e) listing documents; (f) circulars; and (g) proxy forms (collectively the “Corporate Communications”).

For the purposes of proactively fulfilling our social responsibility and reducing impact to the environment, the Company recommends the Shareholders to access the Corporate Communications posted on the website of the Company using electronic means in lieu of receiving printed copies.

PROPOSED ARRANGEMENTS

In accordance with Rules 2.07A and 2.07B of The Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited (the “Listing Rules”), the following arrangements will be made by the Company:

1. The Company will send a letter on 20 January 2011 (the “First Letter”) together with a reply form (the “Reply Form”), prepared in English and Chinese, which includes a pre-paid mailing label (applicable for posting within Hong Kong only) to the Shareholders to enable them to elect any one of the following options for receipt of future Corporate Communications:
 - (i) to access the future Corporate Communications posted on the website of the Company at www.bochk.com using electronic means in lieu of receiving printed copies, and to receive printed notification of the publication of the Corporate Communications on the website of the Company; or
 - (ii) to receive the printed English version of the Financial Summary (but not the Full Financial Report) and other Corporate Communications only; or
 - (iii) to receive the printed Chinese version of the Financial Summary (but not the Full Financial Report) and other Corporate Communications only; or
 - (iv) to receive both the printed English and Chinese versions of the Financial Summary (but not the Full Financial Report) and other Corporate Communications; or
 - (v) to receive the printed English version of the Full Financial Report (but not the Financial Summary) and other Corporate Communications only; or
 - (vi) to receive the printed Chinese version of the Full Financial Report (but not the Financial Summary) and other Corporate Communications only; or
 - (vii) to receive both the printed English and Chinese versions of the Full Financial Report (but not the Financial Summary) and other Corporate Communications.
2. Shareholders should complete, sign and return the Reply Form to the Share Registrar of the Company, Computershare Hong Kong Investor Services Limited (the “Share Registrar”) at 17M Floor, Hopewell Centre, 183 Queen’s Road East, Wanchai, Hong Kong, using the mailing label at the bottom of the Reply Form (no need to affix a stamp if posted in Hong Kong; otherwise, please affix an appropriate stamp) **on or before 17 February 2011**. Shareholders may also send email with a scanned copy of the Reply Form duly completed and signed to Share Registrar via email to bochk.ecom@computershare.com.hk.
3. **If the Share Registrar does not receive the Reply Form duly completed and signed or receive a response indicating the objection from Shareholders within 28 days from the date of the First Letter (i.e. by 17 February 2011) and until the Shareholders inform the Share Registrar by reasonable notice in writing according to the relevant laws and regulations, such Shareholders are taken to have agreed to receiving all future Corporate Communications by electronic means through the website of the Company at www.bochk.com.**

4. For Shareholders who choose to or are taken to have agreed to access the Corporate Communications posted on the website of the Company, they will only receive by post a printed notification of the publication of the Corporate Communications on the website of the Company, the address of the website and the location on the website where the Corporate Communications may be accessed and how they may be accessed unless and until they notify the Share Registrar by reasonable notice in writing that they wish to change their choice of language and means of receiving Corporate Communications.
5. If Shareholders have any difficulty in receiving or gaining access to the future Corporate Communications on the website, for any reason, the Share Registrar will promptly upon notice from such Shareholders send the printed form of the Corporate Communications to them free of charge. The aforesaid notice should contain Shareholders' names, addresses, contact telephone numbers and relevant request and be sent to the Share Registrar at 17M Floor, Hopewell Centre, 183 Queen's Road East, Wanchai, Hong Kong or via email to bochk.ecom@computershare.com.hk.
6. With respect to Shareholders who choose to receive printed version of Corporate Communications, the Company will send to them printed copies of the Corporate Communications in the language they have expressly chosen to receive. When each printed Corporate Communication is sent, a letter (the "Second Letter") together with a change request form (the "Request Form"), prepared in English and Chinese, will be attached to or printed in the relevant Corporate Communication, together with a pre-paid mailing label (applicable for posting within Hong Kong only), specifying that the Corporate Communication prepared in the other language will be available upon request, and that Shareholders may change their language choice and means of receipt of subsequent Corporate Communications by completing the Request Form and returning it to the Share Registrar. Nevertheless, Shareholders are entitled to notify the Share Registrar by reasonable notice in writing that they wish to change their choice of language and means of receiving Corporate Communications at any time.
7. All Corporate Communications in both English and Chinese, and in accessible format, will be available on the Company's website at www.bochk.com. Electronic copies of both languages of each Corporate Communication will be filed with The Stock Exchange of Hong Kong Limited (the "Stock Exchange") on the same day as such Corporate Communication is despatched to the Shareholders, or on such other day as required by the Stock Exchange or pursuant to the Listing Rules and will be available on the website of Hong Kong Exchanges and Clearing Limited at www.hkex.com.hk.
8. The Company is providing a dial-up hotline service (Tel: (852) 2846 2700) during business hours (9:00 a.m. to 6:00 p.m., Monday to Friday, excluding Hong Kong public holidays) to enable the Shareholders to make enquiry of the Company's proposed arrangements set out above.

RECOMMENDATION

Shareholders are encouraged to access the Corporate Communications posted on the website of the Company in lieu of receiving printed copies, which helps to reduce the impact on the environment and, the Company believes, is a more convenient and prompt method of communication with Shareholders.

By Order of the Board
Jason C.W. Yeung
Company Secretary

Hong Kong, 20 January 2011

As at the date of this announcement, the Board comprises Mr. XIAO Gang (Chairman), Mr. LI Lihui* (Vice-chairman), Mr. HE Guangbei (Vice-chairman and Chief Executive), Mr. LI Zaohang*, Mr. ZHOU Zaiqun*, Mdm. ZHANG Yanling*, Mr. GAO Yingxin, Dr. FUNG Victor Kwok King**, Mr. KOH Beng Seng**, Mr. SHAN Weijian**, Mr. TUNG Chee Chen** and Mr. TUNG Savio Wai-Hok**.*

* *Non-executive Directors*

** *Independent Non-executive Directors*