

ELECTION OF LANGUAGE AND MEANS OF RECEIPT OF CORPORATE COMMUNICATIONS



(Incorporated in Hong Kong with limited liability)
(Stock Code: 2388)

20 January 2011

Dear Registered Shareholder,

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 BOC Hong Kong (Holdings) Limited (the "Company"), the Company will make available the following options for you to elect for 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") in the following manners:

- (1) to access the 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 Company's website (the "Website Version"); or
- (2) to receive the printed English version of the Financial Summary (but not the Full Financial Report) and other Corporate Communications only; or
- (3) to receive the printed Chinese version of the Financial Summary (but not the Full Financial Report) and other Corporate Communications only; or
- (4) to receive both the printed English and Chinese versions of the Financial Summary (but not the Full Financial Report) and other Corporate Communications; or
- (5) to receive the printed English version of the Full Financial Report (but not the Financial Summary) and other Corporate Communications only; or
- (6) to receive the printed Chinese version of the Full Financial Report (but not the Financial Summary) and other Corporate Communications only; or
- (7) to receive both the printed English and Chinese versions of the Full Financial Report (but not the Financial Summary) and other Corporate Communications.

For the purposes of proactively fulfilling our social responsibility, reducing impact to the environment and cutting down printing and mailing costs, the Company recommends you to select the Website Version. If you elect the Website Version, you will only receive by post a printed notification of the publication of the Corporate Communications on the Company's website, the address of the website and the location on the website where the Corporate Communications may be accessed and how they may be accessed.

If you choose to receive printed version of Corporate Communications, the Company will send you printed copies of the Corporate Communications in the language you have expressly chosen to receive.

To make your election, please complete the reply form enclosed with this letter (the "Reply Form") and sign and return it to the Company's Share Registrar, 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). You may also send email with a scanned copy of the Reply Form duly completed and signed to the Share Registrar via email to bochk.ecom@computershare.com.hk.

If the Share Registrar does not receive the Reply Form duly completed and signed or receive a response indicating the objection from you by 17 February 2011 and until you inform the Share Registrar by reasonable notice in writing according to the relevant laws and regulations, you are taken to have agreed to receiving all future Corporate Communications by electronic means through the website of the Company at www.bochk.com, and only a printed notification of the publication of the Corporate Communications on the website of the Company will be sent to you.

You are entitled at any time by reasonable notice in writing to the Share Registrar to change your choice of language and means of receiving Corporate Communications. Further, if you have chosen (or are deemed to have consented) to access Corporate Communications posted on the website of the Company and have any difficulty in receiving or gaining access to the relevant documents, for any reason, the Share Registrar will promptly upon your notice send the printed form of the same to you free of charge. The aforesaid notice should contain your name, address, contact telephone number and relevant request and be sent to the Share Registrar at the address as mentioned above or via email to bochk.ecom@computershare.com.hk.

Please note that (a) printed English and Chinese versions of Corporate Communications of the Company are and will be available from the Company or the Share Registrar upon request; and (b) both language versions are and will also be available on the website of the Company at www.bochk.com and the website of Hong Kong Exchanges and Clearing Limited at www.hkex.com.hk.

You 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.

If you have any queries relating to this letter, please do not hesitate to call the Company's enquiry hotline at (852) 2846 2700 during business hours from 9:00 a.m. to 6:00 p.m. from Monday to Friday, excluding Hong Kong public holidays.

Yours faithfully,
For and on behalf of
BOC Hong Kong (Holdings) Limited
Jason C.W. Yeung
Company Secretary