

# INVESTOR RELATIONS

## Investor Relations Policy and Guidelines

The Company is committed to providing shareholders, the investment community and the general public access to key information that is reasonably required to make an investment decision on a fair and timely basis. Such information includes the Company's corporate strategies, business performance and prospects as well as updates of major corporate developments.

To attain a high standard of investor relations practice, the Company adopts the Fair Disclosure Policy, which is available in the Company's website for public reference. The Policy contains clear guidelines to ensure that:

1. The Listing Rules and other regulatory requirements in relation to the disclosure of price-sensitive information are complied with.

2. All communications with the public, including the investment community and the media, are fair.
3. Material non-public information is not disseminated on a selective basis.

## Investor Relations Programme

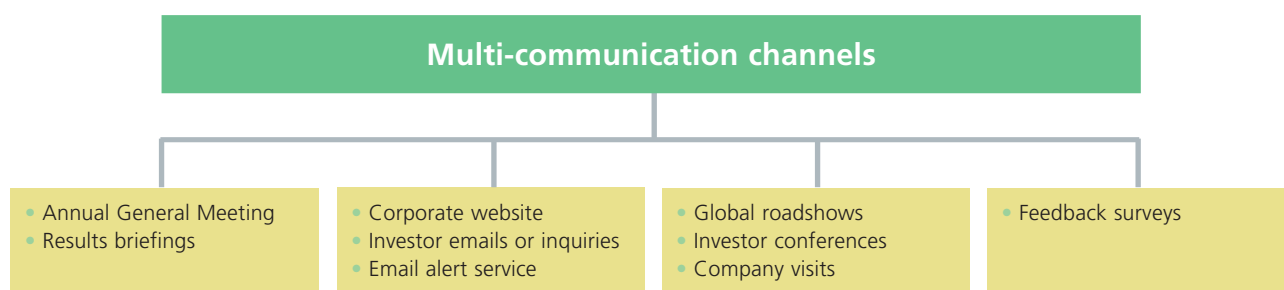
Chaired by the Company's Chief Executive and comprising other senior executives, the Investor Relations Committee formulates the Company's investor relation strategies and oversees the investor relations programme. Both the Board and the Committee evaluate the effectiveness of the investor relations programme on a regular basis.

Through various channels, the Company is committed to timely and effective communication with the investment community to enhance their knowledge

and understanding of the Company. The Company's investor relations activities are conducted on a global basis to enhance its profile among international investors.

## Access to Corporate Information

To ensure investors to have access to important corporate information on a fair and timely basis, the Investor Relations section of the Company's website (<http://www.bochk.com/ir>) contains all relevant information to keep investors informed of its latest development. In support of the Company's commitment in enhancing social awareness on environmental issues, the Company has taken initiatives to encourage shareholders and investors to receive corporate communication materials electronically. The IR website also includes an e-mail alert service which allows interested parties to sign up for corporate updates.



**Overview of Investor Relations Activities in 2008**

In 2008, the Company continued to provide effective channels for proactive communication with investors.

**Annual General Meeting**

At the AGM held in May 2008, the Chairmen of the Board, the Audit Committee, the Nomination and Remuneration Committee, the Risk Committee, and the Strategy and Budget Committee respectively, as well as the Company’s external auditors were present to respond to questions and comments from shareholders.

**Results Announcement**

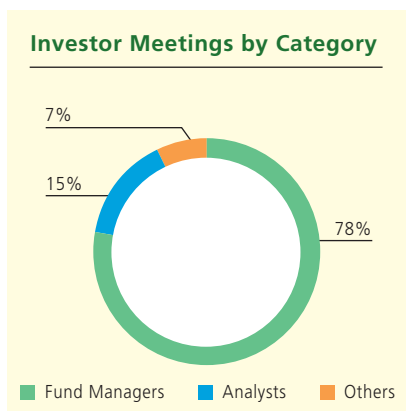
At the Group’s 2007 annual results announcement and 2008 interim results announcement, the senior management led by the Chief Executive conducted briefings with analysts and the press to apprise them of the Company’s operating results, business strategies and outlook, and to respond to their questions. These events, including the relevant presentation materials and announcements, were all available to the public through the Group’s website, both live and as a recording.

In addition to the interim and annual results announcements, the Company also published quarterly financial and business reviews to keep shareholders

updated of the Company’s latest performance and financial position.

**Communication with Investors**

In 2008, the Company had over 230 meetings with investors across the world. These meetings were held during global road-shows, international investor conferences and company visits. The Company is widely covered by more than 20 securities research institutions.



Through continuous dialogue with investors and investor feedback surveys, the Company continued to promote two-way communication. The responses received from these initiatives enabled the Company to better understand the market’s concerns and to formulate the Company’s investor relations plan going forward.

**Market Recognition**

The Company’s commitment to transparency and dedication to maintain high standards in disclosure continued to win public recognition in 2008. The Company’s 2007 annual report is granted a Silver Prize under the “General Category” in the 2008 Best Annual Reports Awards competition organized by the Hong Kong Management Association. This marked the second consecutive year that the Company’s report has been awarded by the organizer.

**Going Forward**

Under the principles of timeliness, fairness and transparency, the Company will continue to pursue a proactive and effective investor communication programme to keep the investors adequately informed about the Company’s present and future development.

**Investor Relations Contact**

Enquiries may be directed to:

Investor Relations Division  
 BOC Hong Kong (Holdings) Limited  
 52nd Floor  
 Bank of China Tower  
 1 Garden Road  
 Hong Kong  
 Telephone: (852) 2903 6602/  
 (852) 2826 6314  
 Facsimile: (852) 2810 5830  
 E-mail: investor\_relations@bochk.com

## Shareholder Information

### Financial Calendar 2009

Announcement of 2008 annual results	24 March (Tuesday)
Last day in Hong Kong of dealings in the Company's shares with entitlement to attend the 2009 annual general meeting	12 May (Tuesday)
Latest time in Hong Kong for lodging transfers for entitlement to attend the 2009 annual general meeting	14 May (Thursday) 4:30 p.m.
Book closure period (both days inclusive)	15 May (Friday) to 21 May (Thursday)
Record date for the 2009 annual general meeting	21 May (Thursday)
Latest time for lodging proxy forms for 2009 Annual General Meeting	19 May (Tuesday) 3:00 p.m.
2009 Annual General Meeting	21 May (Thursday) 3:00 p.m.
Announcement of 2009 interim results	Mid to late August

### Annual General Meeting

The 2009 Annual General Meeting will be held at 3:00 p.m. on Thursday, 21 May 2009 at Meeting Room S421, Hong Kong Convention and Exhibition Centre, 1 Expo Drive, Wanchai, Hong Kong (please use Harbour Road Entrance).

## Share Information

### Listing and Stock Codes

Ordinary Shares		Level 1 ADR Programme	
The Company's ordinary shares are listed and traded on the Stock Exchange of Hong Kong Limited (HKEX).		The Company maintains a Level 1 ADR facility for its ADSs. Each ADS represents 20 ordinary shares of the Company.	
<b>Stock codes</b>		<b>Stock codes</b>	
HKEX	2388	CUSIP No.:	096813209
Reuters	2388.HK	OTC Symbol:	BHKLY
Bloomberg	2388 HK		

### Market Capitalization and Index Recognition

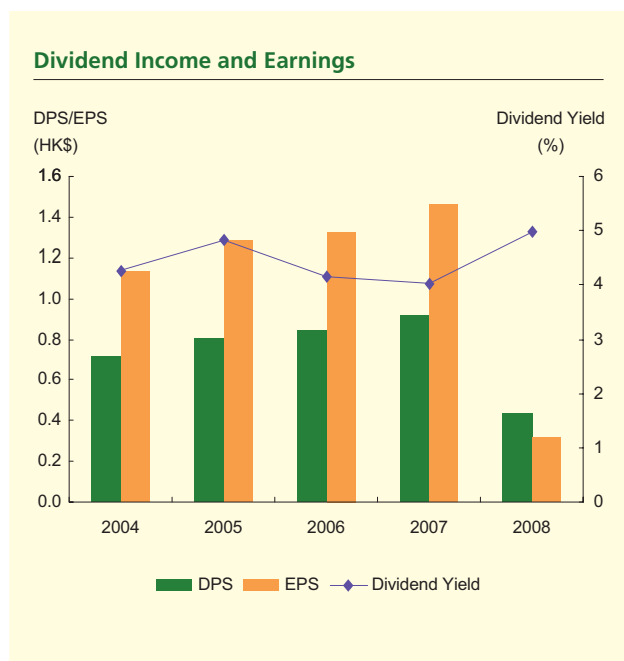
As at 31 December 2008, the Company's market capitalization was HK\$92.8 billion, among the top 20 leading stocks on the Main Board of Hong Kong Stock Exchange in terms of market capitalization. Given the Company's sizable market capitalization and high liquidity, its shares are a constituent of the Hang Seng Index, MSCI Index and FTSE Index series.

**Share Price and Trading Information**

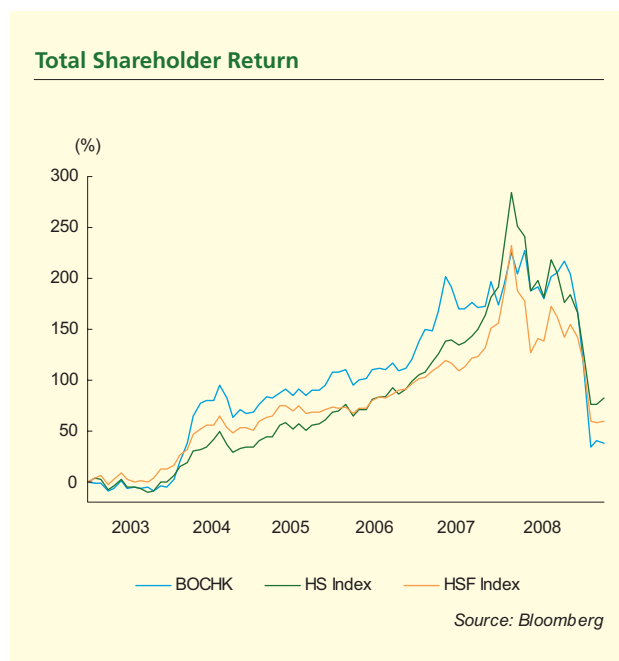
Share price (HK\$)	2008	2007	2006
Highest trading price during the year	24.10	22.70	22.10
Lowest trading price during the year	7.33	16.78	14.45
Closing price at year end	8.78	21.85	21.10
Average trading volume/trading day (m shares)	23.47	26.20	28.56
Number of ordinary shares issued (shares)	10,572,780,266		
Public float	Approximately 34%		
Nominal value per share	HK\$5.0		

**Dividends**

The Directors recommend no final dividend for 2008. With the interim dividend per share of HK\$0.438 paid during 2008, the total dividend per share amounted to HK\$0.438 for the whole year.



Annual dividend yield is calculated based on actual dividends paid to shareholder during that year (final dividend of previous year and interim dividend of the year) and year-end closing share price.



Total shareholder return is measured by share price appreciation and reinvested dividends.

**Credit Ratings (long-term)**

Standard & Poor's:	A-
Moody's Investors Service:	Aa3
Fitch Ratings:	A

### Shareholding Structure and Shareholder Base

As at 31 December 2008, the Company had 10,572,780,266 shares in issue of which approximately 34% was held by the public and 0.2% was held in the form of ADSs. The Company's 96,686 registered shareholders were distributed in various parts of the world, including Asia, Europe and North America. Apart from BOC, the Company is not aware of any major shareholders with a shareholding of more than 5% which has to be reported under the Securities and Futures Ordinance of Hong Kong.

During the year, our shareholder structure remained stable and the following table shows the distribution of ownership according to the register of members and the participant shareholding report generated from the Central Clearing and Settlement System as of 31 December 2008:

Category	Number of registered shareholders	% of total	Number of issued shares	% of total
Individuals	96,544	99.9	224,222,870	2.1
Institutions, corporates and nominees	141	0.1	3,403,804,840	32.2
Bank of China Group	1	0.0	6,944,752,556	65.7
Total	96,686	100.0	10,572,780,266	100.0

### Shareholder Enquiries

Any matters relating to your shareholding, e.g. transfer of shares, change of name or address, lost share certificates and dividend warrants, should be sent in writing to:

Hong Kong	Computershare Hong Kong Investor Services Limited Rooms 1806-1807 18th Floor, Hopewell Centre 183 Queen's Road East, Hong Kong Telephone: (852) 2862 8555 Facsimile: (852) 2865 0990/(852) 2529 6087 E-mail: bochk.ecom@computershare.com.hk
USA	Citibank Shareholder Services 250 Royall Street Canton, MA 02021, USA Telephone: 1-877-248-4237 (toll free) 1-781-575-4555 (outside USA) E-mail: Citibank@shareholders-online.com

### Other Information

This Annual Report is available in both English and Chinese. A copy prepared in the language different from that in which you have received is available by writing to the Company's Share Registrar, Computershare Hong Kong Investor Services Limited, at Rooms 1806 - 1807, 18th Floor, Hopewell Centre, 183 Queen's Road East, Hong Kong or email to bochk.ecom@computershare.com.hk. This Annual Report is also available (in both English and Chinese) on the Company's website at www.bochk.com and the Stock Exchange's website at www.hkexnews.hk. You are encouraged to access the corporate communications of the Company through these websites in lieu of receiving printed copies to help protect the environment. We believe that it is also the most efficient and convenient method of communication with our shareholders.

If you have any queries about how to obtain copies of this Annual Report or how to access those documents on the Company's website, please call the Company's hotline at (852) 2846 2700.