



Books Close/Open Notice

July 29, 2014

Company Name:	First Financial Holding Co.
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Ticker Symbol:	FFHOY
CUSIP Number:	32021V109
US ISIN:	US32021V1098
Country:	Taiwan
Listing Exchange:	PORTAL
Sponsorship Level:	Sponsored GDR - 144A Program
Ratio (ORD:DR):	20:1
Books Closed Date:	Close of business August 4, 2014
Books Open Date:	Close of business August 11, 2014
For:	Issuance and Cancellation
Reason:	DIVIDEND DATE RECONCILIATION

Depository Receipt Services

Contact Capital Markets Solutions

New York

Michael O'Leary
michael.oleary@citi.com

New York

Jason Zoppel
jason.zoppel@citi.com

London

Michael Woods
michael.woods@citi.com

Group Email
citiadr@citi.com

Bloomberg: ADRC <GO>

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