



## Books Close/Open Notice

July 21, 2011

---

**Company Name:** First Financial Holding Co.

---

**Ticker Symbol:** FFHD LX  
**CUSIP Number:** 32021V208  
**US ISIN:** US32021V2088  
**Country:** Taiwan  
**Listing Exchange:** LUX  
**Sponsorship Level:** Sponsored GDR - Reg S Program  
**Ratio (ORD:DR):** 20:1  
**Books Closed Date:** Close of business July 29, 2011  
**Books Open Date:** Close of business August 5, 2011  
**For:** Issuance and Cancellation  
**Reason:** Dividend Date Reconciliation

Taiwan books will be closed from Aug. 2, 2011 to Aug. 6, 2011.

### Depository Receipt Services

#### Contact Capital Markets Solutions

##### New York

Michael O'Leary

[michael.oleary@citi.com](mailto:michael.oleary@citi.com)

##### New York

Jason Zoppel

[jason.zoppel@citi.com](mailto:jason.zoppel@citi.com)

##### London

Michael Woods

[michael.woods@citi.com](mailto:michael.woods@citi.com)

Group Email

[citiadr@citi.com](mailto:citiadr@citi.com)

**Bloomberg: ADRC <GO>**

For further information about Citi's Depository Receipt Services, visit [www.citi.com/dr](http://www.citi.com/dr).