



Books Close/Open Notice

July 22, 2013

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 August 5, 2013 **Books Open Date:** Close of business August 9, 2013

For: Issuance and Cancellation

Reason: Dividend Date Reconciliation

Taiwan books will be closed from Aug. 6, 2013 to Aug. 10, 2013.

Depositary Receipt Services

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For further information about Citi's Depositary Receipt Services, visit www.citi.com/dr.

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