



Books Close/Open Notice

August 4, 2011

Company Name: E.Sun Financial Holding Company Ltd

Ticker Symbol: ESNFY LX
CUSIP Number: 26915N207
US ISIN: US26915N2071
Country: Taiwan
Listing Exchange: LUX
Sponsorship Level: Sponsored GDR - Reg S Program
Ratio (ORD:DR): 25:1
Books Closed Date: Close of business August 25, 2011
Books Open Date: Close of business September 1, 2011
For: Issuance and Cancellation
Reason: Dividend Date Reconciliation

Taiwan books will be closed from Aug. 29, 2011 to Sept. 2, 2011.

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