



Books Close/Open Notice

July 24, 2012

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 17, 2012
Books Open Date: Close of business August 23, 2012
For: Issuance and Cancellation
Reason: Dividend Date Reconciliation

Taiwan books will be closed from Aug. 20, 2012 to Aug. 24, 2012.

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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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