



Books Close/Open Notice

July 30, 2012

Company Name: First Financial Holding Co.

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 13, 2012
Books Open Date: Close of business August 17, 2012
For: Issuance and Cancellation
Reason: Dividend Date Reconciliation

Taiwan books will be closed from Aug. 14, 2012 to Aug. 18, 2012.

Depository Receipt Services

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