



Books Close/Open Notice

July 29, 2014

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 4, 2014 **Books Open Date:** Close of business August 11, 2014

For: Issuance and Cancellation

Reason: DIVIDEND DATE RECONCILIATION

Depositary Receipt Services

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