



## Books Close/Open Notice

July 30, 2012

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**Company Name:** First Financial Holding Co.

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**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 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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