



Books Close/Open Notice

July 21, 2015

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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 3, 2015 |
| Books Open Date: | Close of business August 7, 2015 |
| For: | Issuance and Cancellation |
| Reason: | DIVIDEND DATE RECONCILIATION |

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