

For Immediate Release

BEA Launches New Single Premium Insurance Plans

Hong Kong, 17th January, 2005 – The Bank of East Asia (“BEA”) today announces the launch of two new single premium insurance plans, Single Premium Savings Insurance and Elder Savings Insurance. These plans provide customers with comprehensive coverage and offer a capital guarantee as well as strong potential for high returns.

Age group eligibility for Single Premium Savings Insurance is 60 or under, while the Elder Savings Insurance is offered to customers between the ages of 61 and 75, with a benefit period of eight years. In addition to guaranteed cash bonuses and compassionate allowances, the plans also offer annual dividends and are available in both US dollar and Hong Kong dollar currencies. Single Premium Savings Insurance offers a guaranteed cash bonus up to 17% of the single premium (applicable to USD policies only).

Ms. Connie Chan, Head of BEA’s Bancassurance Department, said, “We at BEA are committed to providing our customers with diversified insurance services. Nowadays, customers are looking for comprehensive protection and high returns. Therefore, we have launched these two plans to suit market needs.”

Ms. Chan added, “Apart from providing stable returns, these two plans can serve as asset transfer solutions. In the event of the death of the insured person, his / her family members can immediately apply for and receive compensation.”

These two plans offer guaranteed acceptance. No medical examination or medical declaration is required for specific premium payment amounts. Elder Savings Insurance is an ideal plan for senior customers, as it enables them to grow and safeguard their wealth without any possibility of capital loss at maturity.

The minimum single premium for the above plans is USD6,250 / HKD50,000. Customers who successfully enrol in a plan on or before 8th February, 2005 will be entitled to a host of welcome gifts including electrical appliances and audio-visual products such as a Panasonic 42” Plasma TV.

The above plans are all underwritten by Blue Cross (Asia-Pacific) Insurance Limited, a member of the BEA Group.

For further information, please call the BEA Insurance Service Hotline on 2163 1818, visit any BEA branch, or log on to the Bank’s website at www.hkbea.com.

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