

**For Immediate Release**

**SHKP Club and BEA Join Forces to Launch  
Most Functional New Card in Hong Kong**  
*SHKP Club VISA Card Offers Exclusive Benefits to Cardholders*

**Hong Kong, 19<sup>th</sup> April 2005** – The SHKP Club and The Bank of East Asia (“BEA”) today introduced the most functional SHKP Club VISA Card. The SHKP Club is a subsidiary of Sun Hung Kai Properties (“SHKP”).

This new partnership between one of the largest property companies in Hong Kong and Hong Kong’s largest independent local bank will allow customers to enjoy a tailor-made blend of property and banking services and benefits.

“Today’s announcement of a brand new SHKP Club VISA Card is another milestone that the Club has reached after the introduction of new Star membership to reward our loyal customers. This card will be the only one in Hong Kong to serve as a credit card, residents’ card with access function and an SHKP Club membership card, providing added convenience to our customers,” said SHKP Vice Chairman & Managing Director Raymond Kwok.

SHKP has been ‘Building Homes with Heart’ for over three decades, and it is dedicated to raising the quality of its properties and service and building a strong brand name. “We established the SHKP Club to further this goal. Club membership today stands at over 200,000. One out of every 40 people in Hong Kong is a Club member, proving that the Club has been successful in delivering what the market demands,” Mr Kwok added.

BEA Chairman & Chief Executive David K.P. Li, said: “Hundreds of thousands of people in Hong Kong already enjoy living and shopping in SHKP residential and commercial estates. The SHKP Club VISA Card doubles their fun, with a wide range of double bonus point offers and special privileges for holders of the card.”

SHKP Club VISA Card holders will receive a wide range of offers and benefits including:



Double bonus points	<ul style="list-style-type: none"> <li>▪ Cardholders will receive double bonus points when:             <ul style="list-style-type: none"> <li>○ Spending at 20 SHKP shopping malls / hotels</li> <li>○ Making down payments on any SHKP residential property</li> <li>○ Catering from selected SHKP residential estate clubhouses</li> </ul> </li> </ul>
Coupons	<ul style="list-style-type: none"> <li>▪ Bonus points accumulated through card spending / cash advances can be converted into coupons that can be redeemed for products / services provided by the majority of merchants at 18 SHKP shopping malls.</li> </ul>
Asia Miles	<ul style="list-style-type: none"> <li>▪ Bonus Points can be converted into Asia Miles at a rate of as low as eight points to one Asia Mile, with no handling fee.</li> </ul>
Dining and Shopping Discounts	<ul style="list-style-type: none"> <li>▪ Cardholders can enjoy exclusive dining and shopping discounts and special offers with over 380 merchants throughout the year.</li> </ul>
Property Owner / Tenant Benefits	<ul style="list-style-type: none"> <li>▪ Bonus points for autopaying SHKP property management fees with the card.</li> <li>▪ Cardholders can take advantage of a preferential conversion rate to use accumulated bonus points to settle management fees.</li> </ul>

Successful applicants for the card are automatically enrolled in the SHKP Club, which offers members an array of exclusive privileges such as advance notice and viewing of new SHKP projects. As members, cardholders can also join Club activities and enjoy various shopping privileges.

Applicants may choose from three different card types: VISA Classic, VISA Gold, and VISA PLATINUM. Application forms are now available at all SHKP shopping malls and management offices in designated SHKP estates. Call the SHKP Club at 2828 7878 or the BEA Credit Card Customer Services Hotline on



2838 2283 for more information. People can also check the Internet for the SHKP Club at [www.shkpclub.com](http://www.shkpclub.com) or BEA at [www.hkbea.com](http://www.hkbea.com).

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### **About Sun Hung Kai Properties**

Sun Hung Kai Properties was publicly listed in 1972 and is now one of the largest property companies in Hong Kong. It specializes in premium-quality residential and commercial projects for sale and investment. The Group employs over 21,000 people and has In-house expertise in land acquisition, architecture, construction, engineering and property management that allow it to maintain stringent cost controls, while still adhering to the highest standards of quality. The Group's core business is the development of property for sale and investment. The Group has complementary operations in property-related fields such as hotels, financial services, insurance and property management. The Group also has investments in telecommunications, information technology, transportation, infrastructure and logistics. Consult [www.shkp.com](http://www.shkp.com) for more information about.

### **About the SHKP Club**

The SHKP Club was established in early 1996 and now has more than 200,000 members. It was Hong Kong's first club for people with an interest in property, and it promotes two-way communication with members and provides them with various offers and benefits. These include exclusive previews of SHKP show flats, property-related shopping offers, a wide range of information and many other activities. Membership is free and open to Hong Kong residents aged 18 or above. The SHKP Club's new Star Membership class was established in early March of 2005 to reward buyers and tenants of SHKP residential developments with a variety of exceptional benefits. Visit [www.shkpclub.com](http://www.shkpclub.com) for more details.

### **About The Bank of East Asia**

Since its incorporation in Hong Kong in 1918, BEA has dedicated itself to serving the people of Hong Kong, as well as providing business and personal banking services in China and overseas. BEA is the largest independent local bank in Hong Kong, with total assets of HKD 210 billion as of 31<sup>st</sup> December, 2004. BEA is listed on The Stock Exchange of Hong Kong and is one of the constituent stocks of the Hang Seng Index. Currently the BEA Group operates more than 150 outlets worldwide, including over 100 branches and SupremeGold Centres in Hong Kong, 21 outlets in Greater China, and an extensive international network covering the United States, Canada, the United Kingdom, the British Virgin Islands, and Southeast Asia.



In addition to a range of core card products under the BEA brand, the Bank also manages 22 affinity / co-branded card programmes with various institutions and professional bodies. For more information about BEA, please visit the Bank's web site at: [www.hkbea.com](http://www.hkbea.com).

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