

For Immediate Release

BEA Holds Investment Intelligence Seminar

Event Features Hong Kong Stock Market Outlook & Warrant Trading Investment Strategies

Hong Kong, 8th April, 2006 – The Bank of East Asia (“BEA”) has today held an investment seminar at the Bank’s Auditorium in BEA Tower. Entitled “BEA Investment Intelligence Seminar: Hong Kong Stock Market Outlook & Warrant Trading Investment Strategies”, the seminar featured prominent investment professionals from UBS Investment Bank, who shared their views on the Hong Kong stock market. More than 300 investors participated in the event.

According to Mr. Samson Li, General Manager & Head of Investment Banking Division at BEA, “The local stock market performed well in early 2006, largely as the result of momentum carried forward from rallies in the fourth quarter of last year. However, rising interest rates and concerns about increasing oil prices and a possible influenza pandemic suggest that the market is reaching its peak and will become more vulnerable in the near term. Our event has been designed to enable customers to capitalise on the volatility of the Hong Kong Stock Market, moving forward.”

As the seminar’s first presenter, Mr. Li advised attendees on what preparation work was required before making an investment decision, and he introduced the fundamental principles of investment analysis. Mr. Andrew Look, Managing Director & Head of HK Research, Strategy & Product at UBS Investment Bank, presented his views on the outlook for the Hong Kong Stock Market for the remainder of 2006, while Mr. Johnny Yu, Director at UBS Investment Bank, discussed warrant trading and investment strategies for the year.

As part of the “BEA Investment Intelligence” series of seminars, this event is specially designed and developed to ensure that customers are sufficiently equipped with the latest market information to make well-informed investment decisions. Such intelligence is essential in view of the many variables that can affect investment performance, and the range and complexity of investment solutions available to investors. As a result of the overwhelming response from customers to today’s event, the Bank is already making plans to organise future BEA Investment Intelligence seminars, providing customers with special opportunities to gain insight from – and to interact with – distinguished investment specialists.

About The Bank of East Asia

Incorporated in Hong Kong in 1918, BEA is dedicated to providing comprehensive retail and commercial banking services to its customers in Hong Kong, Greater China, and overseas. BEA is the largest independent local bank in Hong Kong, with total consolidated assets of HKD238.8 billion (USD30.79 billion) as of 31st December, 2005. The Bank is listed on the Stock Exchange of Hong Kong and is one of the constituent stocks of the Hang Seng Index.

With more than 160 outlets worldwide, BEA operates an extensive international network covering Hong Kong and Greater China, the United States, Canada, the United Kingdom, the British Virgin Islands, and Southeast Asia. For more information on BEA, please visit any branch or the Bank's homepage at www.hkbea.com.

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BEA – Serving customers through one of Hong Kong's largest banking networks, with over 110 branches and SupremeGold Centres around town



Caption:

Mr. Samson Li of BEA (centre) stands with Mr. Andrew Look (left) and Mr. Johnny Yu (right) of UBS Investment Bank who spoke at BEA's investment seminar.