

**For Immediate Release**

**BEA Introduces New “One-Stop” Debt Consolidation Plan**

*Customers enjoy great savings on interest rates, simplified repayment, and a HK\$100 supermarket cash coupon*

**Hong Kong, 13<sup>th</sup> June, 2007** – The Bank of East Asia (“BEA”) today announces the availability of its new “One-Stop” Debt Consolidation Plan (the “Plan”). The Plan is a personal loan that enables customers to transfer outstanding credit card, personal loan, and overdraft account balances to BEA, so they can enjoy potentially significant savings on interest. In addition, by consolidating outstanding amounts, customers enjoy the convenience of managing just one loan account. Starting now, customers who successfully apply for the Plan and draw their loan amounts will receive a HK\$100 supermarket cash coupon<sup>1</sup>.

Upon successful application, customers will receive a personalised interest rate<sup>2</sup> that can be substantially lower than the interest rates they received for their various outstanding amounts. Loan are available up to HK\$1,000,000<sup>3</sup> and a flexible repayment period of up to 72 months allows customers to establish a repayment term that best suits their needs.

Unlike the arrangement fees for other plans in the market, which are usually adjusted according to the length of the repayment period, the arrangement fee<sup>4</sup> for the Plan is equal to 1% of the loan amount for the entire repayment period, regardless of the length of the repayment period. This gives customers greater freedom to select their preferred repayment period without worrying about the financial impact of their decision. Privileged customers<sup>5</sup> can also enjoy an exclusive waiver of the full arrangement fee.

Ms. Emily Liu, BEA’s Head of Consumer Finance Department, said: “We at BEA are continuously searching for solutions that provide our customers with greater value and cost savings. Our “One Stop” Debt Consolidation Plan lets customers enjoy a substantial reduction in interest expenses. And, by combining various amounts under one account, they can simplify repayment and take control of their finances.”

Customers can receive one-stop, express loan approval service at the BEA Personal Loan Centres located in Central and Mongkok. Customer service representatives are available to provide advice on debt consolidation and assistance in tailoring repayment plans for individual customers based on their financial situation.

Customers are also welcome to submit their loan applications via SMS. To apply, customers should provide their name, intended loan amount, and repayment tenor in an SMS text message and send it to 6331 1811. A BEA representative will contact the customers applying via SMS to complete the application process.

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For more details on BEA's "One-Stop" Debt Consolidation Plan, please contact the enquiry hotline on 2211 1211 or the BEA Personal Loan Centre instant phone application hotline on 3609 1900 (Central) / 3609 2998 (Mongkok), or visit any BEA branch or the Bank's homepage at [www.hkbea.com](http://www.hkbea.com).

### **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 HK\$294.2 billion (US\$37.83 billion) as of 31<sup>st</sup> December, 2006. 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 190 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.

Remarks:

1. A HK\$100 supermarket cash coupon will be offered to applicants who successfully drawn their loan amounts. Customers who cancel their loan applications will forfeit their eligibility to receive cash coupons.
2. The interest rate offered to the customer is subject to the Bank's evaluation of the customer's financial status and credit check results.
3. A loan amount of HK\$1,000,000 is available to professionals only. For general customers, the loan amount can be up to HK\$500,000. Professionals include doctors, accountants, solicitors, architects, surveyors, engineers, civil servants of Master Pay Scale Point 34 or above, and senior executives with monthly basic salary of HK\$45,000 or above.
4. The non-refundable arrangement fee is equivalent to 1% of the loan amount, which is calculated as an additional loan to the Personal Loan.
5. Privileged customers include professionals, civil servants, full-time staff members of the Hospital Authority, and salary earners with a monthly basic salary HK\$30,000 or above. BEA reserves the right at its absolute discretion to define the meaning of "Privileged Customers".

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***BEA – Serving customers through one of Hong Kong's largest banking networks, with over 120 branches and SupremeGold Centres around town***