

**For Immediate Release**

**Special Promotion Launched for BEA Hong Kong Growth Fund**  
*Investors Invited to Capitalise on Strong Growth and Enjoy Subscription Rewards*

**Hong Kong, 21<sup>st</sup> June, 2007** – The Bank of East Asia (“BEA”) today announces the launch of its promotional campaign for the BEA Hong Kong Growth Fund (the “Fund”). From now until 31<sup>st</sup> August, 2007, customers can enjoy a lump-sum subscription fee as low as 1.35% and JW Marriott Hotel Hong Kong dining coupons worth HK\$2,000, plus other great offers.

As its economy continues to integrate with that of mainland China, Hong Kong has experienced robust economic growth. Economic figures for Hong Kong indicate strong growth, including increased private consumption expenditure and a falling unemployment rate. Capitalising on the successful IPO listings of Chinese companies in Hong Kong and the relaxation of the Qualified Domestic Institutional Investors (“QDII”) scheme, the Hong Kong equity market is well positioned for continued growth.

Mr. Brian Li, General Manager & Head of Wealth Management Division said, “The BEA Hong Kong Growth Fund was created to enable investors to capitalise on Hong Kong’s economic potential. Given the fact that Hong Kong has recorded buoyant economic growth in recent years, we present the BEA Hong Kong Growth Fund to the market. Striving for high return on investment, the Fund utilises a freestyle investment approach whereby investment is not bound by a specific size or sector.”

During the promotional period from now until 31<sup>st</sup> August 2007, customers can enjoy a discount on the Preliminary Charge as low as 1.35% for lump-sum subscriptions and 2.5% for the Monthly Investment Plan. What’s more, the top 50 customers with the highest accumulative subscription amounts will be rewarded JW Marriott Hotel Hong Kong dining coupons worth HK\$2,000. Apart from the above-mentioned offers, customers are also entitled to other specified promotional offers.

BEA Hong Kong Growth Fund is managed by East Asia Asset Management Company Limited whose objective is to provide investors with long-term capital growth in Hong Kong dollar terms through investing in a diversified portfolio consisting primarily of securities of companies, either listed in or with operations or interests principally in Hong Kong.

For details of the Fund and the terms and conditions of the promotional offers, please call the Enquiry Hotline on (852) 2211 1311, or visit any BEA branch or the Bank’s homepage at [www.hkbea.com](http://www.hkbea.com).

### Fund Facts (for Class B Units)

Fund Inception Date	10 <sup>th</sup> December, 2004
Fund Base Currency	HK dollar
Minimum Initial Investment Amount	HK\$10,000*
Minimum Additional Investment Amount	HK\$5,000*
Minimum Holding Amount	HK\$10,000*
Management Fee	1.50% p.a.
Trustee Fee	0.125% p.a.
Preliminary Charge	Up to 5% of the issue price
Realisation Charge	Waived <sup>#</sup>
Investment Manager	East Asia Asset Management Company Limited

\* (i) Inclusive of the Preliminary Charge (for Class B Units only)

(ii) The Manager may at his / her discretion agree to accept applications for investment of smaller amounts.

<sup>#</sup> Pursuant to the Trust Deed of the Fund, the Manager is entitled to levy a realisation charge on the realisation of Class B Units of up to 0.5% of the realisation price of such Units. The Manager currently agrees to waive such realisation charge.

**Note:**

Investments in the Fund are subject to investment risks, including the possible loss of principal amount invested. Investors should be aware that the price of the units may go up as well as down as the investments of the Fund are subject to market fluctuations and to the risks inherent in all investments. Investors should read the Explanatory Memorandum of the Fund for detailed information and the risks involved prior to any subscription. Past performance of the Fund is not indicative of future performance.

The Fund has been authorised by the Securities & Futures Commission in Hong Kong. However, such authorisation does not imply official approval or recommendation.

### 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.

## **About East Asia Asset Management Company Limited**

Established in 1988, East Asia Asset Management Company Limited (“EAAM”) is a wholly-owned subsidiary of BEA and a licenced corporation under the Securities and Futures Ordinance (Cap. 571) that conducts asset management and securities dealing activities.

Responsible for investing funds on behalf of retail, corporate, as well as high net worth customers, EAAM offers coverage of global markets and investment instruments. EAAM is an active fund manager that uses a disciplined top-down asset allocation process as well as bottom-up security selection process to capture different investment themes that may arise from time to time for long-term, consistent returns. EAAM also acts as the investment manager of constituent funds of the two BEA-sponsored MPF schemes.

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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***