

BEA & JCB Join Hands to Launch BEA JCB PLATINUM Card
Hong Kong's First JCB PLATINUM Card Brings the Best of Japan to Cardholders

Hong Kong, 25th July, 2007 – The Bank of East Asia (“BEA”) and JCB International Co., Ltd. (“JCB”) today jointly announce the launch of BEA JCB PLATINUM Card, the first JCB PLATINUM Card in Hong Kong. In celebration of today’s launch, BEA and JCB have held a launch ceremony officiated by BEA’s Chairman & Chief Executive, Dr. David K.P. Li, and JCB International’s President & COO, Mr. Kenji Seto.

BEA JCB PLATINUM Card is expected to appeal to a younger, status-conscious segment of consumers who are attracted to Japan’s latest trends and coolest styles. In Hong Kong, card issuer BEA has worked closely with many well-known Japanese brands and businesses to create a platinum-grade programme that caters to the tastes of this consumer segment. In addition, Tokyo-based JCB has established a wide range of exclusive offers for JCB Cardholders in Japan and overseas, thus extending the value of BEA JCB PLATINUM Card to cardholders.

Speaking at the event, Dr. Li said, “We at BEA are very excited about our new partnership, because the BEA JCB PLATINUM Card is more than a credit card. It is a lifestyle card. It combines BEA’s unmatched local knowledge with JCB’s extensive ties to Japanese business throughout the world. This unique combination will give holders of the BEA JCB PLATINUM Card access to a wide and exciting range of offers from local and international Japanese retailers, restaurants and more.”

According to Mr. Seto, “Combining BEA’s expertise in customer relationships and dynamic local operations with JCB’s global acceptance network, we can expect a synergetic effect that will offer both BEA and JCB the opportunity to further expand the credit card market in Hong Kong. With over 45 years of experience in the credit card industry, as well as in growing business and customer networking in Asia, we at JCB are striving to deliver even higher quality services to our cardmembers in Hong Kong.”

BEA JCB PLATINUM Card offers cardholders an extensive range of year-round privileges including:

- Free copy of a popular Japanese fashion magazine when meeting the accumulated spending requirement of HK\$3,000 or above per month
- Attractive 4X the standard cash rebate when spending at designated merchant locations in Hong Kong
- Discounts and other offers at over 20 Japanese restaurants in Hong Kong
- 7-day worldwide travel insurance with coverage up to HK\$300,000 for just HK\$99
- Low cash advance handling fee of just HK\$30
- Cash rebate of HK\$1 for every HK\$250 in retail spending (standard cash rebate)

Fill your senses with Japan
「瀛」格國度 人氣體驗



During the launch period, successful applicants may choose one of the following welcome gifts after meeting the specified spending requirement:

- HK\$300 I.T. cash coupon
- MAX DVD and Hi-Fi set
- Interest-free cash instalment plan amount of up to HK\$40,000
- HK\$100 I.T. cash coupon (for each supplementary cardholder)

Application forms are available at all BEA branches and road shows, and can be downloaded from BEA's website at www.hkbea.com or obtained by calling the Customer Services Hotline on (852) 3608 6628.

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 31st December, 2006. The Bank is listed on the Stock Exchange of Hong Kong and is one of 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. For more information on BEA, please visit any BEA branch or the Bank's homepage at www.hkbea.com.

About JCB

JCB is a major global payment brand and leading credit card issuer and acquirer in Japan. JCB launched its card business in Japan in 1961 and began expanding overseas in 1981. Its merchant network includes 13.5 million merchants and spans 190 countries and territories. JCB cards are now issued in 19 countries and territories, with more than 55.75 million cardmembers. As part of its international growth strategy, JCB has formed alliances with more than 350 leading banks and financial institutions globally to increase merchant coverage and cardmember base. As a comprehensive payment solution provider, JCB commits to provide responsive and high-quality service and products to all customers worldwide. For more information, visit: www.jcbcorporate.com/english.

- End -

For press enquiries, please contact:

Ms. Christine Lo
Head of Card Services Department
Personal Banking Division, BEA
Tel.: (852) 3608 2028
Email: locwy@hkbea.com

Mr. Hitoshi Shioda
Managing Director
JCB International (Asia) Ltd.
Tel.: (852) 2722 2501
Email: hshioda@jcb.com.hk

Fill your senses with Japan
「瀛」格國度 人氣體驗





Photo Caption :

Dr. David K.P. Li (second from the right) and Mr. Kenji Seto (second from the left) at the launch ceremony.

Fill your senses with Japan
「瀛」格國度 人氣體驗

