

For Immediate Release

BEA Announces Early Bird Offers for 2007 – 2008 Tax Loan Programme
Include Cash Rewards & APRs as low as 5.02%

Hong Kong, 4th October, 2007 – The Bank of East Asia (“BEA”) today announces special early bird offers as part of its 2007 – 2008 Tax Loan Programme for customers who successfully apply on or before 2nd November, 2007. The Tax Loan features a highly competitive interest rate, as low as 0.29% per month flat, which is equivalent to an Annualised Percentage Rate (“APR”) of 5.02%.

Early bird customers can also enjoy an attractive cash reward¹ in celebration of the tenth anniversary of the establishment of the HKSAR. Those eligible will receive a HK\$50 cash reward if their HKID Card numbers include a 9 or 7, or a HK\$200 cash reward if their HKID Card numbers include a 9 and 7 in consecutive sequence. Early bird customers are also entitled to an interest-free trial period for the first two months during which repayment is not required and full settlement is allowed. Those who choose to repay in 12 or 18 months, and continue to repay their loans after the trial period based on the prescribed loan tenor (with no past due or early full settlement records) will receive a full rebate of the arrangement fee² after repayment of the sixth instalment.

Ms. Emily Liu, Head of BEA’s Consumer Finance Department, said, “With our Tax Loan and special early bird offers, customers can enjoy benefits on many different levels. Aside from our low interest rate, we’re offering a cash reward, interest-free trial period, arrangement fee rebate, and a wide range of flexible options that will enable our customers to tailor loan terms, and obtain the cash flow they need to make their dreams come true.”

Customers can receive a loan amount of up to HK\$1,000,000 or six times their monthly salary, whichever is lower. For greater financial freedom, loan amounts are not limited to percentages of tax bill amounts. Tax loan customers may also choose to open an overdraft account and enjoy an arrangement fee waiver for the first two years.

For more information on BEA’s Tax Loan Programme, including full terms and conditions, please contact the Enquiry Hotline on (852) 2211 1211 or visit any BEA branch or the Bank’s homepage at www.hkbea.com.

Monthly Repayment Table (for a repayment period of 12 months)

Loan amount (HK\$)	Customers with a credit score ³ of Grade D or above		General Customers	
	Interest rate per month flat	Monthly instalment amount ⁴ (HK\$) for every loan amount of HK\$1,000 (APR ⁴ / APR without arrangement fee reimbursement ⁵)	Interest rate per month flat	Monthly instalment amount ⁴ (HK\$) for every loan amount of HK\$1,000 (APR ⁴ / APR without arrangement fee reimbursement ⁵)
10,000-49,999	0.3801%	87.13 (6.60% / 8.06%)	0.4483%	87.82 (7.80% / 9.27%)
50,000-199,999	0.3631%	86.96 (6.30% / 7.76%)	0.4313%	87.65 (7.50% / 8.97%)
200,000-299,999	0.3403%	86.74 (5.90% / 7.36%)	0.4086%	87.42 (7.10% / 8.56%)
300,000-1,000,000	0.2900%	86.23 (5.02% / 6.47%)	0.3585%	86.92 (6.22% / 7.68%)

Remarks:

- This special offer is available to customers who successfully draw their tax loans on or before 9th November, 2007. Customers will receive a HK\$50 cash reward if their HKID Card numbers (including bracketed numbers) include 9 or 7 in any order OR a HK\$200 cash reward if their HKID Card numbers (first 6 digits only) include 9 and 7 in consecutive sequence. Customers can only receive a cash reward of HK\$50 or HK\$200. No additional amounts will be awarded for HKID Card numbers that include 7 and 9 in sequence or multiple 9s or 7s. The cash reward will be credited directly to eligible customers' designated repayment accounts at BEA before the end of February 2008.
- A non-refundable arrangement fee of 1% p.a. on the loan amount will be charged upfront upon loan drawdown.
- A "credit score" refers to a customer's Credit Management Score in the credit report provided by TransUnion Limited during loan application review.
- The APR is calculated according to the standard method set out in the Code of Banking Practice and on a basis of a 12-month repayment period. APRs already reflect the trial period and the rebate of the arrangement fee. Both APRs and monthly repayments are rounded up or down to the nearest 2 decimal places. Please note that actual APRs and monthly repayments may differ.
- The APRs without arrangement fee reimbursements include the trial period and an upfront arrangement fee of 1% p.a. on the loan amount.

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\$343.2 billion (US\$43.9 billion) as of 30th June, 2007. 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 200 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.

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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