

For Immediate Release

BEA Formally Launches 2007 – 2008 Tax Loan Programme
APRs as low as 4.90% plus a Full Waiver of the Arrangement Fee

Hong Kong, 19th November, 2007 – The Bank of East Asia (“BEA”) today formally announces the launch of its 2007 – 2008 Tax Loan Programme (the “Tax Loan”). Customers who successfully apply for the Tax Loan on or before 18th December, 2007, and draw their loans on or before 21st December, 2007, can enjoy a number of attractive offers.

The Tax Loan features a highly competitive annualised percentage rate (“APR”) as low as 4.90% (0.2178% per month flat). 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.

The plan offers customers flexibility in terms of repayment, allowing them to repay their loans in up to 18 instalments. Those customers who choose a repayment period of 12 months will also enjoy an additional benefit – a waiver of the arrangement fee¹.

The Bank also offers an extra cash reward² to customers who obtain a loan amount equivalent to 150% of their tax bill amount or above. Customers who successfully apply for a larger loan amount will receive a larger cash reward, up to HK\$150.

With different loan offers available in the market, Ms. Emily Liu, Head of BEA’s Consumer Finance Department has the following tips for customers:

1. **Keep things simple:** Select a simple and straightforward plan that gives you a clear picture of the benefits and repayment terms upfront. Avoid spending excessive time deciphering and comparing complicated loan packages.
2. **Keep your tax loan repayments under control:** As tax payments are yearly expenses, always repay your loan in full before next year’s tax bill falls due. A 12-month repayment period is the ideal loan tenor, as you won’t be trapped into making two loan repayments in the following year.
3. **Know your actual cost of borrowing:** When comparing interest rates and monthly repayment amounts of different loan packages, don’t forget to calculate your total expenses for the entire loan tenor. In addition, don’t forget to check the fine print for any hidden fees and charges.

For greater financial freedom, tax loan customers may also choose to open an overdraft account and enjoy an arrangement fee waiver for the first two years.

The Bank of East Asia, Limited 東亞銀行有限公司
10 Des Voeux Road Central, Hong Kong 香港中環德輔道中10號
Telephone 電話 (852) 3608 3608 Facsimile 傳真 (852) 3608 6000 Telex 電傳 HX 73017
www.hkbea.com

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. For greater convenience, customers can also apply for a Tax Loan online.

Monthly Repayment Table (for a 12-month repayment period)

| Loan amount (HK\$) | Interest rate per month flat (APR ³) | Monthly instalment amount ³ (for every loan amount of HK\$1,000) | Total expenses for the entire loan tenor ⁴ (HK\$1,000 x interest rate per month flat x 12 months) |
|---------------------|--|--|---|
| 10,000 - 79,999 | 0.2615% (5.90%) | 85.95 | 31.38 |
| 80,000 – 299,999 | 0.2187% (4.92%) | 85.52 | 26.24 |
| 300,000 – 1,000,000 | 0.2178% (4.90%) | 85.51 | 26.14 |

Remarks:

1. The arrangement fee waiver is only applicable to a repayment period of 12 months. For a repayment period of 18 months, BEA will charge a non-refundable arrangement fee calculated by way of an additional loan of 0.75% p.a. on the original loan amount.
2. The cash reward is available to customers with a minimum tax bill amount of HK\$50,000 and whose loan tenors are 12 months or above. The cash reward amount to which customers are entitled will be determined according to the percentage of the tax bill amount calculated for the loan amount. The cash reward will be credited directly to eligible customers' repayment accounts at BEA before the end of April 2008.
3. 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 waiver 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.
4. The total expenses for the entire loan tenor do not include the cash reward amount (if applicable). The expenses are rounded up or down to the nearest 2 decimal places and are for reference only. Please note that the actual total loan expenses may differ and will be subject to BEA's final approval of the loan amount, interest rate, and loan tenor.

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 (USD43.9 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 BEA branch or the Bank's homepage at www.hkbea.com.

- End -

For press enquiries, please contact:

Ms. Emily Liu
Head of Consumer Finance Department
Personal Banking Division, BEA
Tel: (852) 3608 2298
Fax: (852) 3608 6060

BEA – Serving customers through one of Hong Kong’s largest banking networks, with over 130 branches and SupremeGold Centres around town