

**For Immediate Release**

**BEA Introduces New One-Stop Debt Clearance Plan**  
*Offers Include Annual Interest Rebate plus an Extra Cash Reward*

**Hong Kong, 9<sup>th</sup> October, 2008** – The Bank of East Asia (“BEA”) today announces a new One-Stop Debt Clearance Plan (the “Plan”), which enables customers to transfer their outstanding balances to a personal loan with BEA in order to enjoy significant savings on interest.

Under the Plan, customers will receive a personalised interest rate<sup>1</sup> that can be substantially lower than the interest rates received for personal loan, overdraft, or credit card accounts held at other banks. Customers will also be entitled to an annual interest rebate<sup>2</sup> that is equivalent to 5% of the total interest expenses for each 12 monthly instalments throughout the whole loan tenor, with no cap on the rebated amount. The greater the size of the loan, the higher the rebated amount will be.

In addition, an extra cash reward of up to HK\$500<sup>3</sup> will be offered to customers who successfully transfer outstanding balances of credit facilities held at other banks or financial institutions of HK\$10,000 or more.

The Plan offers a high loan amount of HK\$1,000,000 or 18 times the applicant’s monthly salary (whichever is lower). Flexible repayment periods of up to 72 months allow customers to establish a repayment term that best suits their needs. For added financial flexibility, BEA offers an Extra Cash Loan of up to HK\$20,000 to all successful applicants.

“Our One-Stop Debt Clearance Plan helps customers regain control of their finances and simplify their lives,” said Ms. Emily Liu, Head of BEA’s Consumer Finance Department. “On top of the wide range of benefits including an annual interest rebate, an extra cash reward, and a high loan amount, the Plan lets customers design a repayment plan that is in line with their financial capabilities and lifestyle.” she added.

Customers can enjoy one-stop, express loan approval service at the BEA Personal Loan Centre located in Mongkok where customer service representatives can provide advice on debt consolidation and assistance in tailoring repayment plans for customers based on their personal financial status.

Customers are also welcome to submit loan applications via SMS on 6331 1811. For more information on BEA’s One-Stop Debt Clearance Plan, please call the Enquiry Hotline on 2211 1211 or the BEA Personal Loan Centre Instant Phone Application Hotline on 3609 2998. Customers can also visit any BEA branch or the Bank’s homepage at [www.hkbea.com](http://www.hkbea.com).

Remarks:

1. The interest rate that a customer is entitled to is subject to the evaluation of the customer's financial status and credit report from an external credit reference agency by The Bank of East Asia, Limited ("BEA"). BEA reserves the right of final approval of the interest rate upon receipt of all relevant documents from the customer.
2. In the event that customers make early full repayment of the loans or have any past due records, the interest rebates will be terminated instantly and customers will be required to refund the full interest amounts that have already been rebated to them by BEA.
3. To receive an extra cash reward, customers are required to transfer the full outstanding balances of personal loan, overdraft or credit card accounts maintained with other banks or financial institutions to the personal loan account opened under the One-Stop Debt Clearance Plan (the "Personal Loan"). A HK\$50 cash reward will be offered for each credit facility with an outstanding balance of at least HK\$10,000 that has been successfully transferred to the Personal Loan. Each customer is eligible to receive a total cash reward of up to HK\$500.
4. The above information is for reference only. BEA reserves the right to vary or cancel any of the above offers and/or amend or alter these terms and conditions at any time without prior notice. In the event of any dispute, the decision of BEA shall be final and conclusive.

### **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\$396.6 billion (US\$50.85 billion) as of 30<sup>th</sup> June, 2008. 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 230 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](http://www.hkbea.com).

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