

**For Immediate Release**

**BEA Donates HK\$1.23 Million to The Community Chest of Hong Kong  
and the Hong Kong Committee for UNICEF**

**Hong Kong, 20<sup>th</sup> January, 2009** - The Bank of East Asia (“BEA”) today donated HK\$615,000 to both The Community Chest of Hong Kong (“The Community Chest”) and the Hong Kong Committee for UNICEF. Dr. David K.P. Li, Chairman & Chief Executive of BEA presented the cheques to Mr. Lawrence K.K. Yu, Campaign Committee Co-Chairman of The Community Chest and Dr. Maggie Koong, Vice-Chairman of the Hong Kong Committee for UNICEF during a cheque presentation ceremony held at BEA’s Head Office.

BEA donated the charitable amounts on behalf of the more than 4,000 guests who attended its 90<sup>th</sup> Anniversary cocktail reception on 2<sup>nd</sup> January, 2009 at the Hong Kong Convention & Exhibition Centre. In reaffirmation of its commitment to the community, BEA chose to donate HK\$300 for each guest in lieu of a souvenir.

Speaking at today’s cheque presentation ceremony, Dr. Li said, “During our 90<sup>th</sup> Anniversary, we are paying special tribute to “Building Legacies”. We are saying “thank you” to the community in which we have grown and prospered over the past nine decades, and we are celebrating the special bond that this Bank has with the people we serve. All of us at The Bank of East Asia look forward to building new legacies, as we enter our 10<sup>th</sup> decade of service to the ever-expanding community served by the BEA Group.”

The donations will be allocated to provide long-term services for the less fortunate, especially children. Through 23 of The Community Chest’s member social welfare agencies, donations will support comprehensive Children and Youth Services such as after-school care and tutorial services, youth employment, youth counselling, uniform group service, outdoor and recreational training, as well as community support services for the needy. Through these programmes, youngsters with and without disabilities are empowered to develop their potential, personalities, self-discipline, values, and sense of responsibility to become pillars of our community. The donations will also support the UNICEF Local Action for Rural Children project, which has been developed to improve the lives of children in remote rural areas in China through the provision of basic needs and education.



An active member of society and a responsible corporate citizen, BEA has supported a wide range of charitable causes and local events throughout its 90-year history. The Bank also makes regular donations to institutions of higher learning in support of education, teaching, and research, as well as to environmental and artistic/cultural causes. In addition to its donations to The Community Chest and the Hong Kong Committee for UNICEF, BEA has also established The Bank of East Asia Charitable Foundation in support of education and poverty relief.

### **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 240 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***



Caption:

Pictured at the cheque presentation ceremony were: *(From left)* Mr. Lawrence K.K. Yu, Campaign Committee Co-Chairman of The Community Chest; Dr. Maggie Koong, Vice-Chairman of the Hong Kong Committee for UNICEF and Dr. David K.P. Li, Chairman & Chief Executive of The Bank of East Asia.