

**For Immediate Release**

**BEA Launches “First-year Effective Rate P-3.28%” Mortgage Plan  
Exclusively for Emerald Green Property Owners**

**Hong Kong, 8<sup>th</sup> April, 2009** - The Bank of East Asia (“BEA”) today announces the launch of a new mortgage plan that offers an exceptionally low first-year mortgage rate of P-3.28%, which includes an interest subsidy (the “Effective Rate”). The mortgage rate is P-2.25% p.a. thereafter. The loan-to-value ratio is up to 95% and the loan tenor is up to 30 years. The plan, which is available until 30<sup>th</sup> April, 2009, has been tailored exclusively for owners of property at Emerald Green, a housing estate developed by New World Development Company Limited.

The “First-year Effective Rate P-3.28%” Mortgage Plan enables Emerald Green property owners to enjoy a privileged Effective Mortgage rate of 1.97% for the first year. Based on a mortgage loan of HK\$1,000,000 and a loan tenor of 20 years, customers can save more than 34% on net interest expenses in the first year when compared to floating rate mortgage plans offered in the market. For details, please refer to the Appendix.

“We at BEA are pleased to launch this highly attractive mortgage plan, which helps alleviate the burden of homebuyers of Emerald Green at the initial stage, and enables them to enjoy greater financial flexibility,” says Mr. Kenneth Tsin Wai-lun, Head of BEA’s Property Loans Department.

BEA offers a wide range of mortgage loan schemes to cater to varying financial budgets, including Easyhome Mortgage Loan, Non-Residential Mortgage Loan, Home Ownership Scheme Mortgage Loan, and Tenants Purchase Scheme Mortgage Loan. A wide range of free-of-charge mortgage services is also available through Cyberbanking at [www.hkbea.com](http://www.hkbea.com). For more information on the “First-year Effective Rate P-3.28%” Mortgage Plan or other products or services, please call BEA’s Mortgage Hotline on (852) 3608 8686 (press “1”) or visit any BEA branch.

**Appendix**

**Comparison between BEA’s “First-year Effective Rate P-3.28%” Mortgage Plan and Floating Rate Mortgage Plans Offered in the Market**

First Year	BEA’s “First-year Effective Rate P-3.28%” Mortgage Plan	Floating Rate Mortgage Plans
Mortgage Rate	P-2.5% p.a.** (currently 2.75% p.a.)	P-2.25% p.a. (currently 3% p.a.)
Monthly Repayment	HK\$5,421.30	HK\$5,546
Mortgage Interest Expenses	HK\$27,015	HK\$29,493.14



<b>Interest Subsidy</b>	0.78% of Loan Amount (i.e. HK\$7,800)	N/A
<b>Net Interest Expenses (After Deducting the Interest Subsidy)</b>	HK\$19,215	N/A
<b>Savings in Mortgage Interest Expenses</b>	HK\$10,278.14 (i.e. savings of 34.85%)	N/A

Note:

1. The figures above are based on a mortgage loan of HK\$1,000,000 and a loan tenor of 20 years.
2. BEA's Prime Rate ("P") is currently 5.25% p.a.
3. \*\* The Mortgage Rate of P-2.5% is before Interest Subsidy, which is 0.78% of the loan amount.
4. The above information is for reference only. BEA reserves the sole right to change the above terms and conditions at any time without prior notice.

### 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\$415.3 billion (US\$53.58 billion) as of 31<sup>st</sup> December, 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***