

For Immediate Release

BEA Global Bond Fund Launched for Retail Investors

Serves as an Alternative Investment Tool in the Current “Zero Interest Rate” Era

Important:

- The BEA Global Bond Fund (the “Fund”) invests in a range of global bonds denominated in various major currencies, including but not limited to government and corporate bonds.
- The Fund may invest in emerging markets which are subject to higher risk than those established markets. Emerging markets may involve additional market, currency, legal and regulatory and liquidity risks. The high volatility in such markets could result in you suffering substantial losses.
- The investment decision is yours, but you should not invest in the Fund unless the intermediary who sells it to you has explained to you that the Fund is suitable for you and why, including how buying it would be consistent with your investment objective.
- Investors should not make an investment decision based solely on this material.

Hong Kong, 6th May, 2009 – The Bank of East Asia (“BEA”) has today launched the BEA Global Bond Fund (the “Fund”), which aims to provide retail investors with potential investment return over the medium to long term through investment in a diversified range of global bonds denominated in major currencies.

Managed by BEA Union Investment Management Limited (“BEA Union Investment”), the Fund invests in high quality debt securities issued mainly by governments and their agencies worldwide, with an average investment-grade rating.

“The global economy is in the midst of prolonged economic adjustment,” says Mr. Henry Wong, Head of Fixed Income at BEA Union Investment. “With short-dated interest rates expected to remain low or to reach zero in the near term, investors are searching for other investment opportunities that potentially offer enhanced yields. Furthermore, given its low correlation to the performance of equities and other asset classes, the bond market is generally considered to be relatively attractive during periods of volatility.”

With over 10 years of investment experience, BEA Union Investment’s portfolio managers leverage the expertise of Union Asset Management Holding AG (“Union Investment”), particularly in terms of the global economy and risk and return management. In the current “zero interest rate” era, BEA Union Investment is striving to offer investment solutions involving a diversified range of global bonds that will enable investors to enjoy medium to long-term potential returns.

From now until 30th June, 2009, customers who subscribe to the Fund can enjoy a variety of offers including a Preliminary Charge as low as 1% for lump-sum subscriptions and 3% for the Monthly Investment Plan. In addition, customers will receive a HK\$300 cash rebate for every accumulated subscription amount equivalent to HK\$200,000.



For Fund details and the terms and conditions of the promotional offers, please call the Enquiry Hotline on (852) 2211 1311 or visit any BEA branch or the Bank's website at www.hkbea.com.

Fund Facts

	Class B Units [^]
Fund Inception Date	1 st March, 2004
Fund Base Currency	US dollar
Minimum Initial Investment Amount	US\$5,000*
Minimum Additional Investment Amount	US\$2,500*
Minimum Holding Amount	US\$5,000*
Management Fee	0.85% p.a.
Trustee Fee	0.085% p.a.
Preliminary Charge	Up to 5% of the issue price
Realisation Charge	Waived [#]
Investment Manager	BEA Union Investment Management Limited

[^]No distributions will be made for the Fund, all income is re-invested.

* (i) Inclusive of the preliminary charge (for Class B Units only)
(ii) The Manager may at his/her discretion agree to accept applications for investments of smaller amounts.

[#] Pursuant to the Trust Deed of the Fund, the Manager is entitled to levy a Realisation Charge on the realisation of Class B Units of up to 0.5% of the realisation price of such Units. The Manager currently agrees to waive such Realisation Charge.

Investment involves risks. Investors should be aware of market fluctuations and the risks inherent in investments. Investment in emerging markets involves above-average investment risks, for instance, possible fluctuations in foreign exchange rates, political, and economic uncertainties. Before making any investment, investors should refer to all relevant investment fund offering documents, including the Explanatory Memorandum, for detailed information including the risk factors.

Past performance is not indicative of future performance. Investors should make sure they fully understand the risks associated with the relevant investment fund and should also consider their own investment objectives and risk tolerance level. Investors are reminded that they are responsible for their investment decisions and should not rely on the advice, information, or opinion of the intermediary as a substitute for reading the relevant offering documents and the exercise of their own judgment. The advice or opinion expressed by the intermediary is for reference only and is based on certain assumptions. Accordingly, no advice, information, or opinion of the intermediary is to be relied on by investors as professional or financial advice and no warranty is given and no liability whatsoever is accepted for any loss arising whether directly or indirectly as a result of investors acting on any advice, information, or opinion of the intermediary. If in doubt, please seek independent financial and professional advice.

The Fund may not be available in all jurisdictions and/or may be subject to restrictions. The Fund has been authorised by the Securities and Futures Commission and approved by the Mandatory Provident Fund Schemes Authority in Hong Kong. However, such authorisation does not imply official recommendation of the Fund.

Issuer of this document: The Bank of East Asia, Limited

This document has not been reviewed by the Securities and Futures Commission in Hong Kong.

About BEA Union Investment Management Limited

BEA Union Investment is the asset management joint venture between BEA and Union Investment. BEA Union Investment is the sole asset investment centre for both BEA and Union Investment in Asia, with a combined investment team of over 200 seasoned investment professionals based in Hong Kong and Frankfurt. The company adds value through the use of an active investment process and global research resources, and provides investors with a wide range of quality and innovative investment products.

About Union Asset Management Holding AG

Established in 1956, Union Investment is one of the largest fund management groups in Germany with US\$203 billion (€144 billion) in assets under management as at 31st December, 2008. Union Investment has built up a comprehensive range of approximately 880 mutual, private label, and specialised funds, managing about 5 million private and 1,430 institutional investment accounts. For more information on Union Investment, please visit www.union-investment.com.

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 31st 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.

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