

For Immediate Release

BEA China Becomes the First Mainland-Incorporated Foreign Bank to Issue Renminbi Retail Bonds in Hong Kong

Suitability Warning:

- **This is an investment product. The investment decision is yours but you should not invest in the Bonds unless the Placing Bank or intermediary who sells them to you has explained to you that the Bonds are suitable for you having regard to your financial situation, investment experience and investment objectives.**

Key Risks:

- **You are relying on the creditworthiness of The Bank of East Asia (China) Limited ("BEA China"). The Bonds are not secured by any collateral and are NOT guaranteed by the parent company that wholly owns BEA China, The Bank of East Asia, Limited, nor any third party.**
- **The Bonds are NOT equivalent to a time deposit and involve investment risks.**
- **RMB is not freely convertible and may adversely affect the liquidity of the Bonds.**
- **The Bonds will not be listed on any stock exchange. The Bonds do not have a liquid secondary market. You may not be able to sell your Bonds.**
- **Investment in the Bonds is subject to exchange rate and interest rate risks.**
- **The Bonds have a limited upside which is limited to the interest payments.**
- **It may be difficult to effect service of legal process and enforce judgments against BEA China.**

Hong Kong, 29th June, 2009 - The Bank of East Asia (China) Limited ("BEA China"), a wholly-owned subsidiary of The Bank of East Asia, Limited ("BEAHK"), today announces the launch of the BEA (China) RMB Retail Bonds (the "Bonds") in Hong Kong.

As the first foreign banking subsidiary on the mainland to issue RMB retail bonds in Hong Kong, BEA China has celebrated the occasion by holding a launch ceremony and cocktail reception at the Island Shangri-La Hotel. Officiated by Dr. The Honourable Donald Tsang, GBM, Chief Executive of the Hong Kong Special Administrative Region, Dr. Mu Huaipeng, Director-General, Financial Market Department, The People's Bank of China, BEAHK's Chairman & Chief Executive, and Chairman of BEA China, Dr. David K.P. Li and other key officials, the event was attended by over 200 Mainland Chinese and Hong Kong government



officials, representatives of the financial industry, other distinguished guests and members of the media.

Speaking at the event, Dr. Li said, “Throughout the application process, our Bank received strong support from a number of authorities including the State Council of the People’s Republic of China, the National Development and Reform Commission, The People’s Bank of China, China Banking Regulatory Commission, the Securities and Futures Commission in Hong Kong and the Hong Kong Monetary Authority. We are truly grateful for their assistance, as well as for the Central People’s Government’s approval, which reflects its full support of the Hong Kong Special Administrative Region and locally-incorporated foreign banks in China.

“The year 2009 marks the 90th Anniversary of our Bank Group. Throughout our history in Hong Kong and Mainland China, we have achieved many firsts as we strove to deliver new, relevant, and value-producing banking services to our customers. Last year, BEA China was the first foreign bank to launch RMB debit and credit cards in China; it is now the first mainland-incorporated foreign bank to issue RMB retail bonds in Hong Kong. With the success of this bond issue, we look forward to the continuing rapid growth of BEA China, supporting the ever-expanding development and prosperity of our Country and Hong Kong,” Dr. Li added.

The Bonds will be available for public subscription between 30th June, 2009 and 17th July, 2009. BEA China targets to offer the Bonds of an aggregate principal amount of not less than RMB1 billion to both institutional and retail investors. The Bonds will bear an annual interest rate of 2.80% and be due on 23rd July, 2011. Interest is payable at the end of every six months on 23rd January and 23rd July in each year, starting on 23rd January, 2010, until the maturity date. The denomination of the Bonds is RMB10,000. For further details, please refer to the Prospectus (the “Prospectus”) dated 26th June, 2009.

The joint lead managers and bookrunners for the issuance of the Bonds are Bank of China (Hong Kong) Limited (“BOCHK”) and BEAHK, while the Lead Arrangers are China International Capital Corporation Hong Kong Securities Limited, The Hongkong and Shanghai Banking Corporation Limited, and Standard Chartered Bank (Hong Kong) Limited. The Bonds will be distributed in Hong Kong through the outlets of 18 Placing Banks, including BOCHK, Bank of Communications Co. Ltd., Hong Kong Branch, BEAHK, China Construction Bank (Asia) Corporation Limited, Chiyu Banking Corporation Limited, Chong Hing Bank Limited, CITIC Ka Wah Bank Limited, Dah Sing Bank, Limited, DBS Bank (Hong Kong) Limited, Fubon Bank (Hong Kong) Limited, The Hongkong and Shanghai Banking Corporation Limited, Industrial and Commercial Bank of China (Asia) Limited, Nanyang Commercial Bank, Limited, Public Bank (Hong Kong) Limited, Shanghai Commercial Bank Limited, Standard Chartered Bank (Hong Kong) Limited, Wing Hang Bank, Limited, and Wing Lung Bank Limited.

About BEA China

A wholly-owned subsidiary of BEAHK, BEA China operates one of the most extensive branch networks of any China-incorporated foreign bank authorised to operate on the mainland. Headquartered in Shanghai, BEA China has a network of 67 outlets that includes 18 branches and 48 sub-branches in major urban centres throughout the nation. BEA China provides increasingly diversified banking and financial services and products to its customers in China, including personal banking, corporate banking, treasury operations, insurance agency and bank card services. For more details on BEA China, please visit www.hkbea.com.cn or refer to the Prospectus.

Disclaimer and Important Notice:

This press release is issued by BEA China which takes responsibility for the issue and contents of this press release. Investment involves risks. You must read the Prospectus before deciding whether to invest in the Bonds. The Prospectus contains important information about BEA China and the Bonds which BEA China has not attempted to summarize here. You may collect the Prospectus from any designated branches of the Placing Banks to review the relevant information. This press release is not a prospectus nor is it an offer or invitation to such offer. The offer of the Bonds and all the applications are made in strict accordance with the Prospectus.

The issue of this press release is authorized by the Securities and Futures Commission (the "SFC") under Section 105(1) of the Securities and Futures Ordinance (Cap. 571, Laws of Hong Kong). Such authorization by the SFC does not imply its endorsement or recommendation of the Bonds. The SFC takes no responsibility as to the contents of this press release.

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Caption:

Pictured at the BEA (China) RMB Retail Bonds launch ceremony were: (*Fourth from left*) Dr. The Honorable Donald Tsang, Chief Executive of the Hong Kong Special Administrative Region and (*fourth from right*) Dr. David K.P. Li, Chairman & Chief Executive of The Bank of East Asia, who were joined by (*from left to right*) Mr. Kwan Tat-cheong, Executive Director & Chief Executive of The Bank of East Asia (China) Limited; The Honourable John Tsang, Financial Secretary; Mr. Lü Xinhua, Commissioner of the Ministry of Foreign Affairs of the PRC in the HKSAR; Mr. Huang Lanfa, Deputy Director of the Liaison Office of the Central People's Government in the HKSAR; Dr. Mu Huaipeng, Director-General, Financial Market Department of the People's Bank of China; and Mr. He Guangbei, Vice Chairman and Chief Executive of Bank of China (Hong Kong) Limited.