

For Immediate Release

BEA Union Investment Four Seasons Fund
The Fund Serves as a Standalone Risk Management Investment

Important:

- The BEA Union Investment Four Seasons Fund (the “Fund”) aims to achieve short term capital stability, and the potential for capital growth over the medium to long term through investment in a dynamically allocated portfolio of marketable equity and debt securities consisting of equity securities and equity linked securities, including common stocks, preferred stocks, warrants, equity deposits, equity linked notes, and debt securities issued by government or corporate entities.
- The Fund may invest in emerging markets, which are subject to higher liquidity and volatility risks.
- The Fund may invest in lower-rated fixed income instruments, including below investment grade debt securities, which are subject to greater credit and liquidity risks than higher-rated securities.
- The Fund may enter into futures contracts and currency forward contracts for hedging and investment purposes. For futures contracts and currency forward contracts entered into on an unhedged basis, the net total aggregate value of contract prices will not exceed 20% of the total net asset value of the Fund. Given the leverage effect embedded in futures and currency forward contracts, the Fund may be exposed to significant 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, 28th September, 2009 – The Bank of East Asia (“BEA”) today announces the launch of the BEA Union Investment Four Seasons Fund (the “Fund”), which aims to achieve short-term capital stability and potential growth over the medium to long term through investment in a dynamically allocated portfolio of marketable equity and debt securities.

Managed by BEA Union Investment Management Limited (“BEA Union Investment”), the Fund serves as an alternative risk management tool for investors in view of the current highly unpredictable investment environment. Risk management is an integral part of the Fund’s management process. However, the focus of the fund managers is not to completely avoid risk, but to tap optimal potential returns by accepting specific risks. The fund managers will strive to avoid loss in the Fund’s Net Asset Value that is not lower than the pre-specified level by the end of each financial year¹.

With flexibility in asset allocation, the fund managers follow a proprietary process to tilt the portfolio towards equity and fixed income and have the discretion to invest up to 100% in either asset under exceptional circumstances, while the Fund is kept within controlled risk guidelines. The Fund serves as a cost-effective way for investors to construct a diversified portfolio with a global perspective, whilst capturing the potential of the fast growing Asian region.

“The current financial downturn helps strengthen a risk-based investment concept. Investors have become more risk-averse and they should find the Fund meeting well with their current appetite,” says Mr. Ilex Lam, CEO of BEA Union Investment. “Investors can expect to enjoy long-term capital growth through the Fund with the help of our professional fund managers who leverage the expertise of Union Investment Institutional GmbH, which shares its insight into the global economy as well as its extensive knowledge and experience in the area of risk and return management,” he adds. Union Investment Institutional GmbH is a subsidiary and an investment arm of Union Asset Management Holding AG.

Starting now, customers who subscribe to the Fund can enjoy a variety of offers including a Preliminary Charge as low as 2.5% for lump-sum subscriptions and 3% for subscriptions through the Monthly Investment Plan.

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.

¹ Investors should note that the Fund is not a guaranteed fund and there is no assurance that the investment objective of the Fund will be achieved, and there is no guarantee that the strategy will achieve its desired results or operate to limit losses.

Fund Facts

	Class A Units
Fund Inception Date	28 th October, 2009
Fund Base Currency	US dollar
Minimum Initial Subscription	US\$2,000*
Minimum Additional Subscription	US\$1,000*
Minimum Holding	US\$2,000*
Management Fee	1.75% p.a.
Trustee Fee	0.175% p.a.
Preliminary Charge	Up to 5% of the issue price
Realisation Charge	Waived [#]
Switching Charge	Up to 2% of the issue price of new units
Investment Manager	BEA Union Investment Management Limited
Investment Advisor	Union Investment Institutional GmbH

* (i) Inclusive of the Preliminary Charge

(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 A 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. The price of units may go down as well as up as the investments of a fund are subject to the market fluctuations and the risks inherent in investments. Past performance is not indicative of future performance. Investment in emerging markets involves above-average investment risks, for instance, possible fluctuations in foreign exchange rates, political, and economic uncertainties. It is possible that investors may lose some or the entire amount they have invested in the Fund. 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.

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 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 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 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\$411.9 billion (US\$53.14 billion) as of 30th June, 2009. 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.

About BEA Union Investment Management Limited

BEA Union Investment is the asset management joint venture between BEA and Union Asset Management Holding AG ("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\$213 billion (€151 billion) in assets under management as at 30th June, 2009. Union Investment has built up a comprehensive range of approximately 890 mutual, private label, and specialised funds, managing about 5 million private and 1,430 institutional investment accounts. In 2009, Union Investment was named “best asset manager in Germany” by business magazine “Capital” in recognition of the quality of the funds, product range, portfolio management, and services provided by the company. For more information on Union Investment, please visit www.union-investment.com.

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