

For Immediate Release

BEA Launches 2009-2010 Tax Loan Programme

Offers Include APRs as low as 2.28%, a free handset and gift coupons

Hong Kong, 9th November, 2009 – The Bank of East Asia (“BEA”) today announces the launch of its 2009-2010 Tax Loan Programme (the “Tax Loan”) for personal customers. Customers who successfully apply for the Tax Loan on or before 8th December, 2009, and draw their loans on or before 18th December, 2009, can enjoy a number of attractive offers including a highly competitive interest rate.

Professionals can enjoy an annualised percentage rate (“APR”) as low as 2.28% (0.1020% per month flat) while general customers can enjoy an APR as low as 2.48% (0.1109% per month flat).

In addition, customers who draw a designated loan amount will enjoy attractive gifts including a Nokia 2730 classic handset with a retail price of HK\$1,080 and Maxim’s Gift Coupons worth up to HK\$300.

Customers may apply for loan amounts of up to HK\$1,000,000 or eight times their monthly basic salary, whichever is lower. For added financial flexibility, customers may obtain loan amounts greater than their tax bill amounts, as the Tax Loan is not limited to a percentage of a customer’s tax bill.

BEA offers customers flexible repayment terms of up to 18 monthly instalments. Those customers who choose a repayment period of 12 months will also enjoy a full waiver of the arrangement fee¹.

As an added benefit, customers will receive a guaranteed cash bonus worth up to HK\$3,000 when they successfully arrange to have their salaries deposited via auto payroll into their BEA accounts.

For more information on BEA’s Tax Loan Programme, including the complete terms and conditions, please call the Enquiry Hotline on (852) 8228 1000 or visit any BEA branch or the Bank’s homepage at www.hkbea.com.

Monthly Repayment Table – For Professionals² who select a 12-month repayment period

| Loan amount drawn (HK\$) | Interest rate per month flat | Monthly instalment amount (for every loan amount of HK\$1,000) ³ (APR ³) | Gift |
|--------------------------|------------------------------|---|--|
| 10,000 – 49,999 | 0.2125% | 85.46 (4.78%) | - |
| 50,000 – 99,999 | 0.1685% | 85.02 (3.78%) | Maxim's Gift Coupon worth HK\$100 |
| 100,000 – 199,999 | 0.1685% | 85.02 (3.78%) | Maxim's Gift Coupon worth HK\$300 |
| 200,000 – 399,999 | 0.1340% | 84.67 (3.00%) | Nokia 2730 classic handset worth HK\$1,080 |
| 400,000 – 1,000,000 | 0.1020% | 84.35 (2.28%) | |

Monthly Repayment Table – For General Customers who select a 12-month repayment period

| Loan amount drawn (HK\$) | Interest rate per month flat | Monthly instalment amount (for every loan amount of HK\$1,000) ³ (HK\$(APR ³)) | Gift |
|--------------------------|------------------------------|---|--|
| 10,000 – 49,999 | 0.2344% | 85.68 (5.28%) | - |
| 50,000 – 99,999 | 0.1861% | 85.19 (4.18%) | Maxim's Gift Coupon worth HK\$100 |
| 100,000 – 199,999 | 0.1861% | 85.19 (4.18%) | Maxim's Gift Coupon worth HK\$300 |
| 200,000 – 399,999 | 0.1729% | 85.06 (3.88%) | Nokia 2730 classic handset worth HK\$1,080 |
| 400,000 – 1,000,000 | 0.1109% | 84.44 (2.48%) | |

Remarks

1. The arrangement fee waiver is only applicable to a repayment period of 12 months. For an 18-month repayment period, The Bank of East Asia, Limited ("BEA") will charge a non-refundable arrangement fee calculated by way of an additional loan of 0.75% p.a. on the original loan amount.
2. Professionals include doctors, accountants, solicitors, architects, surveyors, engineers, and civil servants of Master Pay Scale Point 34 or above. BEA reserves the right at its sole discretion to define the meaning of "Professionals".
3. The APR is calculated according to the standard method set out in the Code of Banking Practice and on a basis of a 12-month repayment period. Both APRs and monthly repayments already reflect the waiver of the arrangement fee and are rounded up or down to the nearest two decimal places. Please note that actual APRs and monthly repayments may differ.
4. The above information is for reference only. BEA reserves the right to vary or cancel the above offers and/or amend or alter these Terms and Conditions at any time without prior notice. In the event of any dispute, the decision of BEA shall be final and conclusive.

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 and the rest of 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, the BEA Group operates an extensive international network covering Hong Kong and the rest of 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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BEA – Serving customers through one of Hong Kong's largest banking networks, with 140 branches and SupremeGold Centres around town

