

For Immediate Release

BEA China Becomes First Foreign Bank to Open a “Cross-location” Sub-branch in Zhongshan

Hong Kong, 18th January, 2010 – The Bank of East Asia (“BEA”) today announces that its wholly-owned subsidiary, The Bank of East Asia (China) Limited (“BEA China”), has become the first mainland-incorporated foreign bank to open a “cross-location” sub-branch in Zhongshan, Guangdong Province under the liberalisation measures of Supplement VI to the Mainland and Hong Kong Closer Economic Partnership Arrangement.

“We are delighted to establish a “cross-location” sub-branch in Zhongshan, which is strategically important as a major industrial centre in the Pearl River Delta.” says Dr. K.P. Li, Chairman & Chief Executive of BEA and also Chairman of BEA China.

“Given the rapid pace of economic development in Guangdong, the Zhongshan Sub-branch is an important addition to our network and will enable us to better serve the diverse needs of our customers in Zhongshan and neighbouring areas.” Located on the western side of the mouth of the Pearl River, Zhongshan has experienced tremendous industrial growth in recent years.

BEA China currently operates the largest branch network of any mainland-incorporated foreign bank in Guangdong Province, with three branches and 21 sub-branches in the cities of Shenzhen, Guangzhou, Zhuhai, Foshan, and Zhongshan. BEA also maintains a representative office in Dongguan.

In addition, BEA China has received approval from the China Banking Regulatory Commission to establish a “cross-location” sub-branch in Huizhou, Guangdong, which is expected to open in the first quarter of this year.

Zhongshan Sub-branch provides comprehensive foreign currency and Renminbi banking services to all customers. Services include account and deposit services, loans and advances, bill acceptance and discounting, documentary credit and bank guarantees, remittance and international settlement, foreign exchange, derivative products, agency services for general and life insurance products, and overseas investment services to local residents and enterprises.

For more details on BEA China’s Zhongshan Sub-branch, please contact Ms. Chen Jun, General Manager of Zhongshan Sub-branch at 1/F – 2/F, Block A2, Shengjing Yuan Phase 3, Zhongshan Fourth Road, Eastern District, Zhongshan, Guangdong, China [tel.: (86 760) 8998 3838, fax: (86 760) 8998 6266]. Enquiries may also be directed to BEA’s China Division in Hong Kong on tel.: (852) 3608 3007 or fax: (852) 3608 6213.

About BEA in China

BEA China operates one of the most extensive branch networks of any China-incorporated foreign bank on the mainland. Headquartered in Shanghai, BEA China has a network of 74 outlets that includes 19 branches and 54 sub-branches in Shanghai, Shenzhen, Xiamen, Guangzhou, Zhuhai, Dalian, Xi'an, Beijing, Chengdu, Hangzhou, Chongqing, Qingdao, Shenyang, Wuhan, Nanjing, Tianjin, Urumqi, Hefei, Shijiazhuang, Foshan, and Zhongshan. BEA China also operates eight 24-hour self-service banking centres and more than 340 automatic teller machines in major urban areas nationwide. BEA China is authorised to provide a full range of personal and corporate banking services as well as overseas investment services to all customers. BEA China also provides agency services for general and life insurance products. For more details on BEA China, please visit www.hkbea.com.cn.

In addition to the BEA China network, BEA operates a branch in Shanghai, through which it conducts its foreign exchange wholesale banking business. BEA also operates three representative offices in Fuzhou, Suzhou, and Dongguan.

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 other major markets around the world. 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 over 250 outlets worldwide, BEA 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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For press enquiries, please contact:

Ms. Wendy Wong
General Manager & Head of China Division
The Bank of East Asia
Tel.: (852) 3608 3003
Email: wongwwp@hkbea.com

BEA – Serving customers through one of Hong Kong's largest banking networks, with over 140 branches and SupremeGold Centres around town

