

For Immediate Release

**BEA China Opens Huizhou Sub-branch,
Extends Presence in Pearl River Delta**

Hong Kong, 16th March, 2010 – The Bank of East Asia (“BEA”) today announces that its wholly-owned subsidiary, The Bank of East Asia (China) Limited (“BEA China”), has opened a “cross-location” sub-branch in Huizhou, Guangdong Province. With the opening of the Huizhou Sub-branch, BEA China has established three “cross-location” sub-branches in Guangdong under the liberalisation measures of Supplement VI to the Mainland and Hong Kong Closer Economic Partnership Arrangement. The other two sub-branches are located in the cities of Foshan and Zhongshan.

Located in southeastern Guangdong, Huizhou is a major industrial and commercial centre in the Pearl River Delta. Fuelled by favourable policies and foreign investment, Huizhou has become one of the fastest growing cities in the province.

Dr. David K.P. Li, Chairman & Chief Executive of BEA and Chairman of BEA China, says, “We are pleased to announce the opening of our new sub-branch in the city of Huizhou. BEA China has built the largest branch network of any mainland-incorporated foreign bank in Guangdong, and Huizhou is a strategically important addition, as it enables us to further extend our reach to personal and corporate customers in the rapidly developing Pearl River Delta region.”

BEA China currently operates three branches and 22 sub-branches in the cities of Shenzhen, Guangzhou, Zhuhai, Foshan, Zhongshan, and Huizhou. In addition, BEA maintains a representative office in Dongguan.

Huizhou 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 Huizhou Sub-branch, please contact Ms. Sue Su Huiqing, General Manager of Huizhou Sub-branch at 1/F, Heng He Building, 18-1 Yanda Road, Huicheng District, Huizhou, Guangdong, China [tel.: (86 752) 7839 188, fax: (86 752) 7839 199]. Enquiries may also be directed to BEA’s China Division in Hong Kong on tel.: (852) 3608 3007 or fax: (852) 3608 6212.

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 75 outlets that includes 19 branches and 55 sub-branches in

Shanghai, Shenzhen, Xiamen, Guangzhou, Zhuhai, Dalian, Xi'an, Beijing, Chengdu, Hangzhou, Chongqing, Qingdao, Shenyang, Wuhan, Nanjing, Tianjin, Urumqi, Hefei, Shijiazhuang, Foshan, Zhongshan, and Huizhou. BEA China also operates nine 24-hour self-service banking centres and 360 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. 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\$434.1 billion (US\$56.0 billion) as of 31st December, 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 other parts of Greater China, North America, 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

