

For Immediate Release

BEA China's Suzhou Branch Opens for Business

Hong Kong, 1st April, 2010 – The Bank of East Asia (“BEA”) announces that its wholly-owned subsidiary, The Bank of East Asia (China) Limited (“BEA China”), has opened a branch in Suzhou, Jiangsu Province, successfully upgrading its former representative office to a full-service branch.

BEA first established its presence in Suzhou in 2005 when it opened a representative office to provide liaison and consultancy services to customers in the city and adjacent areas. In July 2009, BEA China received approval from China Banking Regulatory Commission to begin preparatory work on the establishment of a full-service branch in Suzhou.

Suzhou is an ancient city that is strategically located in southern Jiangsu to the west of Shanghai. In addition to being one of the most popular tourist destinations in the Yangtze River Delta, Suzhou enjoys a relatively high degree of prosperity in China. Leveraging the liberalisation policies and supportive measures of the government, Suzhou has received substantial foreign investment, and has experienced rapid economic growth in recent years.

Commenting on the opening of Suzhou Branch, Dr. David K.P. Li, Chairman & Chief Executive of BEA and Chairman of BEA China, says, “The opening of Suzhou Branch further strengthens our branch network in the Yangtze River Delta. Suzhou Branch is well equipped to meet the banking and financial needs of our personal and corporate customers in the region, and to contribute to the robust growth of the Delta. We will continue to extend our presence throughout the country, expanding our customer base and capturing new business opportunities as we grow.” With the addition of this new branch, BEA currently operates a total of 16 outlets in the Yangtze River Delta region.

Suzhou 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, and overseas investment services to local residents and enterprises.

For more details on BEA China's Suzhou Branch, please contact Mr. Peter Shi Shaobo, General Manager of Suzhou Branch at 1/F-2/F, CSSD Plaza, 158 Wangdun Road, Suzhou Industrial Park, Suzhou, Jiangsu, China [tel.: (86 512) 6873 5088, fax: (86 512) 6956 5802]. 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 76 outlets that includes 20 branches and 55 sub-branches in Shanghai, Beijing, Tianjin, Dalian, Shenyang, Qingdao, Shijiazhuang, Urumqi, Hangzhou, Nanjing, Suzhou, Chengdu, Chongqing, Wuhan, Hefei, Xi'an, Shenzhen, Guangzhou, Zhuhai, Xiamen, 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 two representative offices in Fuzhou 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 the rest 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





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