

For Immediate Release

The BEA Group and Its Staff Donate Over HK\$2 Million to Qinghai Earthquake Victims

Hong Kong, 13th May, 2010 – The Bank of East Asia (“BEA”) today announces that the BEA Group and its staff have donated more than HK\$2 million in support of relief efforts for victims affected by the earthquake that struck Qinghai province in Mainland China on 14th April. The donation comprises contributions made by The Bank of East Asia Charitable Foundation (“BEA Foundation”) and the BEA Group’s staff in Hong Kong, and BEA’s wholly-owned subsidiary on the mainland, The Bank of East Asia (China) Limited (“BEA China”).

In Hong Kong, contributions from the Group’s staff were matched by the BEA Foundation on a dollar-for-dollar basis. The combined contribution, which amounts to HK\$1 million, has been donated to the Hong Kong Red Cross and The Salvation Army, which will use the funds to provide warm clothing, emergency supplies, and rehabilitation support to the victims of the disaster.

In addition, BEA China, together with the Shanghai Soong Ching Ling Foundation - BEA Charity Fund, has recently donated RMB1 million to the Red Cross Society of China. The funds will be used to provide relief and medical supplies, necessities, and rehabilitation support.

Dr. David K.P. Li, Chairman & Chief Executive of BEA, and also Director of the BEA Foundation, said, “The impact of the Qinghai earthquake has been catastrophic, not just in terms of damage, but also in terms of the number of people affected in this remote and impoverished region in China. I am very pleased with our staff’s warm response to this campaign, both in Hong Kong and on the mainland. We hope that our collective donation will help people rebuild their lives in the aftermath of this tragedy.”

Mrs. Patricia S.H. Ling, MH, JP, Deputy Chairman of the Hong Kong Red Cross and Lt. Colonel Samuel Pho, Officer Commanding of The Salvation Army Hong Kong and Macau Command accepted cheques of HK\$500,000 each for their two organisations from the BEA Foundation at BEA’s Head Office today.

The Bank of East Asia Charitable Foundation was established in 2009 to commemorate the Bank of East Asia Group’s 90th Anniversary. The BEA Foundation’s main objectives are to promote and support the advancement of education, the relief of poverty and disaster, and other exclusively charitable purposes.

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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Senior executives of BEA, and representatives of the Hong Kong Red Cross and The Salvation Army attended a cheque presentation function for the donation in support of the relief efforts for victims of the Qinghai earthquake.