

For Immediate Release**BEA Introduces Mobile Mortgage Centre for SCHS Projects**

Hong Kong, 20th May, 2010 – The Bank of East Asia (“BEA”) today announces that it will operate a Mobile Mortgage Centre (the “Mobile Centre”) for prospective buyers of the remaining units available under the Hong Kong Housing Society’s Sandwich Class Housing Scheme (“SCHS”) as from 21st May. Situated next to the SCHS sales office on Wun Sha Street, Tai Hang, the Mobile Centre will provide eligible SCHS buyers with convenient access to mortgage services including instant approval following property selection.

The units still available under the SCHS will be put up for sale starting from 21st May, 2010. To facilitate the mortgage loan application process, BEA will provide one-stop mortgage service at the Mobile Centre including mortgage application submission and instant approval. The maximum loan amount is up to 90% of the purchase price. As a special gift, cash coupons will be rewarded to successful applicants upon approval at the Mobile Centre.

“We at BEA understand the value of convenient, one-stop service, and through our Mobile Mortgage Centre, we will offer prospective SCHS homebuyers with the professional guidance and financial support they need to achieve their dreams of becoming property owners,” says Mr. Simon C.K. Lau, General Manager & Head of Personal Banking Division at BEA. “In addition, for those who need more time to make a decision, we have designated seven of our branches in the neighbourhood of the SCHS projects to serve as SCHS Mortgage Centres,” he adds. These branches include: Ha Kwai Chung Branch, Sheung Kwai Chung Branch, East Point City Branch, Metro City Plaza Branch, Park Central Branch, Tiu Keng Leng Branch and Waterloo Road Branch.

BEA offers a wide range of mortgage loan schemes to cater to customers with varying financial needs and budgets. Schemes include the Easyhome Mortgage Loan, Non-Residential Mortgage Loan, Home Ownership Scheme Mortgage, and Tenants Purchase Scheme Mortgage Loan. A wide range of free-of-charge mortgage services is also available through the BEA website at www.hkbea.com. For more information on BEA’s Mobile Mortgage Centre or other products or services, please call BEA’s Mortgage Hotline on (852) 3608 8686 or visit any BEA branch.

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 over 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

