

**For Immediate Release**

## **East Asia Securities Announces Special Offers for Securities Trading Services**

**Hong Kong, 5<sup>th</sup> July, 2010** – The Bank of East Asia (“BEA”) today announces the launch of a programme promoting the securities trading services offered by East Asia Securities Co. Ltd. (“EAS”), BEA’s wholly-owned stock broking arm. The promotion will run until 31<sup>st</sup> October, 2010.

Customers who successfully open a new account with EAS on or before 31<sup>st</sup> August, 2010 will enjoy a 0.125% securities brokerage rate until the end of the specified promotional period. In addition, a HK\$100 supermarket cash coupon will be given to new customers who transfer stocks with a market value of HK\$300,000 or more to their EAS accounts from another bank/brokerage firm.

New margin clients can also enjoy a preferential margin interest rate of as low as 0.5% below the interest rate currently offered by other banks/brokerage firms. Furthermore, they will receive HK\$200 in BEA Credit Card free spending credit if they trade at least twice during the specified promotional period.

“We are pleased to offer these highly competitive terms to new customers,” says Mr. Peter Hsiao, General Manager of EAS. “Apart from these attractive offers, customers can enjoy the convenience of our highly secure and user friendly electronic trading platform, extensive branch network, and the expertise of our professional financial team,” adds Mr. Hsiao.

To learn more about EAS’ securities broking services and the terms and conditions of this promotion, please visit any BEA Securities Services Centre or EAS outlet, or the EAS homepage at [www.easecurities.com.hk](http://www.easecurities.com.hk).

### **About East Asia Securities Co. Ltd.**

Incorporated in Hong Kong in 1985, EAS is a wholly-owned subsidiary of BEA and serves as the Bank’s stock broking arm. EAS provides a full range of securities services including broking services for Hong Kong-listed stocks, China B shares and stock options, margin financing, Initial Public Offering (“IPO”) applications, staggings loans for IPOs, and nominee services to cater to the diverse needs of its customers. EAS currently operates 5 offices and 20 conveniently-located Securities Services Centres in Hong Kong.

## 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 31<sup>st</sup> 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, and Southeast Asia. For more information on BEA, please visit any BEA branch or the Bank's homepage at [www.hkbea.com](http://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***

