

For Immediate Release

BEA Holds Recruitment Day for Sales & Marketing and Customer Service Professionals

Hong Kong, 29th July, 2010 – The Bank of East Asia (“BEA”) announces that it will hold a Recruitment Day on 31st July, 2010 (Saturday) from 12:00 noon to 5:30 p.m. at its BEA Tower office in Kwun Tong, Kowloon*.

To help ensure that the Bank delivers consistent, high-quality service and support to a growing customer base, BEA is seeking suitable candidates for sales & marketing positions in its Branch Distribution & Services Department and customer service positions in its Channel Management & Operations Department.

Interested parties are invited to visit BEA Tower on the Bank’s Recruitment Day for a walk-in interview. Positions available include:

- **Marketing Manager/Officer:** Candidates are required to have relevant working experience (as bank tellers, branch representatives, insurance agents, and independent financial advisers, etc.) and intermediary licences. Successful candidates will be stationed at one of the Bank’s branches in Hong Kong.
- **Customer Services Representative – Telemarketing:** Candidates with customer service and/or sales experience and relevant intermediary licences are preferred.

All applicants are requested to bring their completed application form, HKID card, full resume, and credentials with them to the interview.

For more information about the positions and requirements, or to download an application form, please visit the Bank’s homepage at www.hkbea.com (Corporate Information/Career Opportunities). Interested parties may also call (852) 3608 4829 for further details.

* Address: 31/F, BEA Tower, Millennium City 5, 418 Kwun Tong Road, Kowloon (Kwun Tong MTR Exit A2)

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, 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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For press enquiries, please contact:

Mr. Vincent Hui
Head of Channel Management &
Operations Department
Personal Banking Division
The Bank of East Asia
Tel.: (852) 3608 2518
Email: huiiv@hkbea.com

Mr. Raymond Ng
Acting Head of Branch Distribution &
Services Department
Personal Banking Division
The Bank of East Asia
Tel.: (852) 3608 2345
Email: ngkm@hkbea.com

BEA – Serving customers through one of Hong Kong's largest banking networks, with 139 branches and SupremeGold Centres around town

