

For Immediate Release**BEA Announces Special Offer on Cash360° Revolving Loan**

Customers Can Now Enjoy an Interest Rate of Only 3.6% p.a., plus other privileges

Hong Kong, 2 August 2004 – The Bank of East Asia (“BEA”) has today announced its latest special offer for Cash360° Revolving Loan (“Cash360°”) customers, which includes an interest rate of just 3.6% p.a. for the first five months. The new interest rate, one of the lowest available in the market, is offered to customers who successfully apply on or before 30 October 2004. For months 6-12 during the first year, customers will then have a personalised interest rate ranging from 6.3% to 10.88%*.

In addition to low interest rates, customers will also receive a full waiver of both the arrangement fee and withdrawal charges for the first year. Customers can take advantage of a wide range of withdrawal channels including ATMs, savings accounts, and more.

Each customer may obtain a credit limit up to HKD300,000 or 4 times his/her monthly salary, whichever is lower. With no fixed repayment tenor, Cash360°’s minimum monthly repayment is just 2% of the outstanding balance or HKD50, whichever is higher. As a revolving loan, Cash360° has a credit limit that is restored automatically once the customer has repaid the outstanding balance. Interest is only charged on the utilised portion of the credit limit and is calculated on a daily basis.

Emily Liu, BEA’s Head of Consumer Finance Department, said: “The Cash360° facility is extremely flexible, enabling our customers to make withdrawals at any time, as needs arise. In addition, we have waived the arrangement and withdrawal fees for the first year, so customers can actually open a loan account with us at absolutely no cost.”

Cash360° Revolving Loan customers can enjoy other benefits, including 24-hour worldwide cash access using their Cash360° Cards at JETCO and VISA PLUS ATMs around the world.

Interested parties who wish to obtain more information on the Cash360° Revolving Loan may contact the Enquiry Hotline on 2211 1211, visit the nearest BEA branch, or log onto the Bank’s homepage at www.hkbea.com.

Remark:

* The interest rate that a customer is entitled to is subject to the Bank’s evaluation of his/her financial status and credit check results. An interest loading of 2% p.a. will apply to the prevailing interest rate upon the first anniversary of the facility. The Annualised Percentage Rate will range from 7.89% to 12.43% and is calculated according to the standard method set out in the Code of Banking Practice. BEA reserves the right of final approval of the credit limit and its respective interest rate upon receipt of all relevant documents from the customer.

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