



**恒地會**  
HENDERSON CLUB



**BEA 東亞銀行**

### **Henderson Club and BEA Partner to Launch New Card**

*The Jointly Launched Henderson Club Credit Card*

*Offers Exclusive Benefits to Cardholders*

**Hong Kong, 12 August 2004** – Henderson Club, a subsidiary of Henderson Land Development Co. Ltd. (“Henderson Land”), and The Bank of East Asia (“BEA”) today announce the launch of the Henderson Club Credit Card.

This partnership between two of Hong Kong’s leading organisations translates into significant value for the general public, which is eligible to apply for the Henderson Club Credit Card. Cardholders can enjoy a wide range of discounts and special privileges at designated retail outlets and restaurants in the twelve Henderson Land shopping malls, as well as through Henderson Land subsidiaries such as Hotel Miramar, Miramar Express, iCare, Towngas Avenue and Union Hospital.

Flat owners and tenants of Henderson properties can take advantage of numerous Henderson Club Credit Card benefits including payment convenience and the earning of bonus points when settling monthly management fees for flats and car parks, and when paying bills at specified estate clubhouses with the Card. With as few as 18,000 bonus points, cardholders can redeem cash rebates of HKD100 that can be used towards the payments of management fees and car park rental fees, as well as other daily expenses such as IDD and broadband Internet services. In addition, cash coupons can be earned for the redemption of products and services provided by over 70 Henderson Land Group merchants, including those in the retail, hospitality, travel and medical sectors. Cardholders can also receive extra spending credit on their cards with each successful referral who purchases designated Henderson Land residential properties.

“Through the combined efforts of BEA and the Henderson Land Group, the Henderson Club provides greater privileges and offers to consumers,” stated Dr. Lee Chau Kee, Chairman of Henderson Land Development Co. Ltd.

BEA’s Chairman and Chief Executive Dr. David K.P. Li, said: “We are truly pleased to be working with the Henderson Club and Henderson Land for the benefit of BEA & Henderson customers. By joining forces with the Henderson Club and Henderson Land, not to mention the numerous merchants and subsidiaries of Henderson Group, I believe that we can collectively add greater value to people’s daily lives and achieve a win-win solution for our two companies.”



When applying for the Card, applicants are automatically enrolled into the Henderson Club. Members receive quarterly newsletters detailing the latest special offers available to members. These newsletters also provide information on Henderson Land property developments and invitations to preview Henderson Land show flats.

Application forms for The Henderson Club Credit Card are now available at designated management offices of Henderson Land properties and retail locations of participating outlets, as well as at all BEA branches. For more information, please call The Henderson Club on 2908 8880 or the BEA Credit Card Customer Services Hotline on 2838 2283.

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### **About Henderson Land Group**

Henderson Land Group has expanded its scale of operation and diversified its business interests in the Hong Kong market. In terms of property development and investment, the Group has developed a total of 7.7 million sq ft in retail shopping and commercial space. The average square footage of residential sector completed by the group each year around 2.6m sq ft. In the public utility sector, the Group's Hong Kong and China Company Limited serves over 1.5 million local customers spread across Hong Kong Island, Kowloon and the New Territories. In addition, the Group's Internet services also serve 320,000 customers throughout the SAR. Henderson Land Group's diverse interests include the retail business, hotel operations, and the development of Hong Kong's new Union Hospital.

### **About The Henderson Club**

Established by the Henderson Land Development Co., the Henderson Club aims to strengthen the bond between the companies of the Henderson Land Group and their customers. By maintaining regular and frequent communications with members of the Henderson Club as well as through the participation in the various activities conducted by the Henderson Club, an open platform for communication is established that enables the Henderson Land Group to become even more familiar with its customers and enables the Group to provide products and services of enhanced quality.

### **About The Bank of East Asia**

Established in 1918, BEA is the largest independent local bank in Hong Kong with total assets of HKD194 billion (USD24.9 billion) as of 30 June 2004. Over the years, BEA has gained an international reputation as a professionally managed and prudent financial institution that understands customers' needs. The BEA Group now operates



over 100 branches and SupremeGold Centres in Hong Kong, 20 outlets in Greater China, and maintains an extensive presence in the U.S.A., Canada, the U.K., the British Virgin Islands, and Southeast Asia.

In addition to the new Henderson Club Credit Card, BEA currently manages 22 Affinity / Co-branded card programmes with various institutions and professional bodies, offering tailor-made services to meet the specific needs of customers. For more information on BEA, please visit the Bank's website at: [www.hkbea.com](http://www.hkbea.com).

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