

**For Immediate Release**

## **East Asia Futures Limited Launches Futures Cybertrading Services**

**Hong Kong, 18<sup>th</sup> August 2004** – East Asia Futures Limited, a member of The Bank of East Asia Group (the “BEA Group”), has today announced the launch of Futures Cybertrading Services, an easy and convenient way for clients to trade futures and options products via the Internet (website: [www.eafutures.com.hk](http://www.eafutures.com.hk)). During the promotional period from 18<sup>th</sup> August 2004 to 18<sup>th</sup> November 2004, East Asia Futures will provide new and existing customers with a number of special offers.

The BEA Group, through its subsidiary East Asia Futures, is the first bank in Hong Kong to offer online trading services on a wide range of futures and options products traded on the Hong Kong Futures Exchange Limited. These services enable clients to leverage investment exposure, take advantage of price volatility, hedge against existing positions, and exploit spread trading or arbitrage opportunities.

With Futures Cybertrading Services, clients can benefit from flexible fund allocation, keeping funds in interest-bearing deposit accounts with BEA until transactions are made. The clean and simple Futures Cybertrading Services web interface has also been designed to ensure optimal user friendliness.

Futures Cybertrading Services are designed to cater for the needs of clients in a rapidly changing derivatives market. Services include order placements such as auction orders, day valid limit orders, and spread orders; email confirmation upon execution of orders; instant updates on order status; and real-time quotes, cash balances, and order trails. To assist easy tracking of trading records, clients can also have access to transaction details through an “E-Statement” function.

During the promotional period, a waiver of account opening fees will be granted to those clients who have successfully opened accounts with East Asia Futures. In addition, clients can enjoy 3-month free real-time futures and options quote services. Account opening service is available through East Asia Futures or a network of 17 East Asia Securities’ branches and BEA Securities Centres in Hong Kong. Details of the location of the various East Asia Securities’ branches and BEA Securities Services Centres are listed on the website of East Asia Futures ([www.eafutures.com.hk](http://www.eafutures.com.hk))

### **About East Asia Futures Limited**

East Asia Futures was established in 1989 to provide brokerage services for customers who wish to trade futures and option products. It is a Licensed Corporation with the Securities and Futures Commission to conduct futures and options contracts dealing activities, an Exchange Participant of the Hong Kong Futures Exchange (“HKFE”), and a Clearing Participant of the HKFE Clearing Corporation Limited.

East Asia Futures provides brokerage services for a wide range of futures and options products traded on the HKFE, including Hang Seng Index Futures and Options Contracts; Mini-Hang Seng Index Futures and Options Contracts; H-Shares Index Futures and Options Contracts; Stock Futures Contracts; and other Futures and Options products traded on the HKFE.

For more information, please visit the Futures Cybertrading Services website at [www.eafutures.com.hk](http://www.eafutures.com.hk), send an email to [accounts@eafutures.com.hk](mailto:accounts@eafutures.com.hk), or call the Customer Service Hotline at (852) 2842 3111.

Note: While trading in futures and options can provide investors with substantial profits, it can also result in substantial losses. As the risks associated with trading futures and options contracts can be substantial, investors should not trade these products unless such risks are fully understood and should assess their ability to undertake the exposure and risks involved.

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