

For Immediate Release

BEA Launches Series of New Medical Insurance Plans With Comprehensive Benefits

Hong Kong, 24th September, 2004 — The Bank of East Asia (“BEA”) has launched three new medical insurance plans that provide comprehensive protection with daily premiums as low as HKD2.9.

The new plans are Superior Medical Insurance, Hospital Medical Insurance, and Hospital Cash Protection. Superior Medical Insurance offers complete medical protection, including hospital & surgical benefits, optional hospital benefits expander, clinical benefits, personal accident benefits, and even check-up programs. Hospital Medical Insurance provides hospital & surgical benefits that meet the needs of a typical family. The third plan, Hospital Cash Protection, has been specially designed to provide daily hospital cash to relieve the financial burden of insured persons during hospitalisation.

Ms. Connie Chan, Head of BEA’s Bancassurance Department, said: “We have always been committed to providing our customers with total insurance solutions. As the living standard and health consciousness of the general public continue to rise, customers are now looking for insurance products that can meet their particular needs. Thus, we have placed a great deal of emphasis on developing insurance products that tailor these specific needs.

Ms. Chan added: “Unlike other plans currently available in the market, our new plans not only target specific customer segments. The plans consist of different levels of benefits and can therefore be individually customised for each customer, based on the scope and amount of coverage that the customer requires.

The new plans are available with daily premiums as low as HKD2.9. No medical check-up is required for enrolment. In addition, during the promotional period from 24th September to 23rd November, 2004, clients can enjoy a special premium discount upon successful application.

BEA’s new medical plans are all underwritten by Blue Cross (Asia-Pacific) Insurance Limited, a member of the BEA Group. As a leader in the medical insurance industry, Blue Cross offers a comprehensive range of insurance products to people from all walks of life.

For further information, please call the BEA Insurance Service Hotline on 2163 1818 or visit any BEA branch.

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