

For Immediate Release

BEA Announces the Launch of BEA Signature Portfolio Funds
Funds Herald a New Era of Multi Manager Investment in Hong Kong

Hong Kong, 18th November, 2004 – The Bank of East Asia (“BEA”) today announces the launch of the BEA Signature Portfolio Funds (“the Funds”), introducing individual investors in Hong Kong to a new multi manager investment concept. Gaining growing importance in Western countries, this innovative investment concept represents an institutional quality investment solution that offers investors global expertise and professional fund manager selection.

With the launch of the BEA Signature Portfolio Funds, BEA introduces a new way to invest – the MULTI ASSET MULTI STYLE MULTI MANAGER™ investment approach, which is pioneered by Russell Investment Group (“Russell”), Global Leaders in Multi-Manager Investing. This is the same disciplined approach used by many of the world’s largest investors, consisting of three levels of diversification that help investors manage risk and build wealth over the long-term.

Through a fund of funds approach, a substantial portion of the Funds’ sub-fund is invested in Russell-managed funds. These funds are managed by the world’s leading specialist investment managers who are generally not available to investors in Hong Kong and who, in many cases, only manage multi-million dollar institutional investment portfolios.

The BEA Signature Portfolio Funds is the latest addition to a growing range of investment and wealth management solutions available to BEA customers. Mr. Brian Li, BEA’s General Manager & Head of Wealth Management Division, said: “In making multi manager portfolios available to Hong Kong investors, BEA has firmly established its position as a serious player in the retail investment and wealth management arena. It is our objective to expand our range of investment services to our customers and promote long-term investment as the best approach to accumulating wealth.”

Designed to meet the needs of a variety of investors, the BEA Signature Portfolio Funds offers four globally diversified sub-funds, namely: Stable, Balanced, Growth and Aggressive, which are constructed to offer progressive risk and return investment options. Within each sub-fund, assets are strategically diversified across asset types, geographical regions, investment styles, and about 25 specialist fund managers, ensuring efficient diversification of risk.

Utilising sophisticated financial models, the four sub-funds have varying allocations to equities and bonds to suit customers' different risk tolerance levels, time horizons, and investment objectives. A powerful investment and financial analysis tool, WealthPlus, has also been introduced by BEA to assist customers in assessing their current financial status, risk appetite, and financial objectives.

All managers providing investment services to the Funds are under constant review to ensure that only those adding value to the overall structure remain in place. Changes to the pool of managers are made when deemed beneficial at no extra cost to investors.

Investors can subscribe to the Funds for as low as USD2,000. Flexible payment options are also available; investors can choose to make a lump sum payment or regular payments through a Monthly Investment Plan with a minimum subscription amount of HKD1,000 every month.

From now until 29th December, 2004, customers who subscribe to the Funds can enjoy an array of fabulous offers, including discounts up to 50% on preliminary charges and an additional return of 3% p.a. on time deposits. On top of these benefits, a series of special rewards will also be available to customers who invest specified amounts. These rewards include a Panasonic 37" Plasma TV, DV camera, DVD home theatre, and dining vouchers at top hotels. New-to-bank SupremeGold customers will also receive a new Samsonite suitcase as a welcome gift during the promotional period.

The brand-new BEA Signature Portfolio Funds is now available for subscription at all BEA branches and SupremeGold Centres / Counters in Hong Kong. For further information, please call the Enquiry Hotline on 2211 1311 or visit any BEA branch.

About The Bank of East Asia

Since its incorporation in Hong Kong in 1918, BEA has dedicated itself to serving the people of Hong Kong, as well as providing business and personal banking services in China and overseas. BEA is the largest independent local bank in Hong Kong, with total assets of HKD194 billion (USD24.9 billion) as of 30th June, 2004. BEA is listed on the Stock Exchange of Hong Kong and is one of the constituent stocks of the Hang Seng Index. Currently the BEA Group operates more than 130 outlets worldwide, including over 100 branches and SupremeGold Centres in Hong Kong, 21 outlets in Greater China, and an extensive international network covering the United States, Canada, the United Kingdom, the British Virgin Islands, and Southeast Asia. For more information on BEA, please visit the Bank's website at: www.hkbea.com.

About Russell Investment Group

The Russell Investment Group, a global investment services firm, provides multi-manager investment products and consultancy services in more than 35 countries, and has been researching investment managers for more than thirty years. Russell manages over USD110 billion in assets and advises clients on more than USD1.8 trillion¹ worldwide. Founded in 1936, Russell is a subsidiary of Northwestern Mutual and is headquartered in Tacoma, Washington, USA with additional offices in New York, Toronto, London, Paris, Amsterdam, Singapore, Sydney, Melbourne, Auckland, Tokyo and Johannesburg.

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¹ Source: Russell Investment Group, as at 30th June 2004