

For Immediate Release

BEA Announces Results of “EnsurPro” Lucky Draw

Hong Kong, 29 May 2003 – In a prize presentation ceremony held today, the Bank of East Asia (“BEA”) announced the winners of the EnsurPro Grand Lucky Draw. The EnsurPro promotion ran from October 2002 to February 2003, following the launch of BEA’s “EnsurPro” brand bancassurance business.

BEA Chairman and Chief Executive Dr. David K.P. Li presented the awards to the lucky winners. The grand prize winner was awarded an OPEL CORSA. Twenty one other lucky winners also received fabulous prizes, including a 42-inch Plasma TV, mobile phones, digital cameras and travel packages etc.

During the promotion period, customers who applied for any insurance product offered under the EnsurPro name were automatically entered into a monthly Mini Lucky Draw with a chance to win a travel package, earning one entry for each HK\$1,000 in premium. Policyholders with an accumulated premium up to HK\$10,000 were eligible for the Grand Lucky Draw.

BEA Group offers a full range of insurance products under the brand EnsurPro, underwritten by the Group’s insurance arm Blue Cross (Asia-Pacific) Insurance Limited (“Blue Cross”). EnsurPro provides a comprehensive range of insurance options, including: Valuable Saving Insurance, Dear Lady Insurance, Education Insurance, Critical Illness Insurance, 10-Year Term Life Insurance, Mortgage Life Insurance, Dental Care Protection, Travel Insurance, China Travel Insurance, Annual Travel Insurance, China Access Pass, Household Insurance, Domestic Helper Insurance, Personal Accident Insurance, and Medical Insurance & Group Insurance. Each product is designed specifically to help families and individuals plan for their future wellbeing. For detailed information on all of these products, please call BEA EnsurPro Hotline on 2163 1818.

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