

For Immediate Release

BEA Launches Account Deposit Service for Children in China

Hong Kong, 22 October 2003 – The Bank of East Asia (“BEA”) has launched the “*Kid Master*” account in China, exclusively for children below the age of 16. The account includes both Multi-currency Passbook Savings and Multi-currency Time Deposit service. The new account offers young people the opportunity to develop a responsible attitude toward managing their savings, and enjoy the benefits of seeing their savings grow.

Opening a *Kid Master* Account is free of charge. A specially designed “*Kid Master*” Identification Card and unique souvenir will be awarded to each accountholder as a welcome gift.

A *Kid Master* Account is opened in the name of the minor; and all funds deposited to the account are the legal property of the minor. To protect the rights of the accountholder, only his or her parents or guardians (or other statutory agents) may operate the account. The signature or the chop of the minor may not be used.

Funds may be transferred to the *Kid Master* Account from any third-party account using BEA’s convenient Cyberbanking service. Relatives in Hong Kong will find this an excellent way to make transfers to their underage kin in China, helping the children build a solid foundation for their future.

BEA provides quality banking service to customers in different market segments, tailored to their specific needs. Through its extensive network in the major cities of Mainland China, comprising ten branches and sub-branches and six representative offices, BEA keeps abreast of the latest market developments and customer needs. The bank is committed to bringing innovative products to market to provide ever greater convenience and benefits to its customers.

For more information on the *Kid Master* Account, please visit BEA’s China Division at its Hong Kong Head Office or any BEA branch or sub-branch in China. Alternatively, customers may call Customer Service Hotline on (852) 2842 3154 (Hong Kong) or 800-830-3811 (China) for further details.

- End -

For press enquiries, please contact:

Mr C P Tong
Head of Branch Operations and Development Dept, BEA Tel: (852) 2842 3123