

**For Immediate Release**

## **BEA Expands Premium Credit Card Business**

**Hong Kong, 25 November 2003** – The Bank of East Asia, Limited (“BEA”) today announced that it has acquired from Australia and New Zealand Banking Group Limited (“ANZ”) all ANZ’s rights in relation to its PT100 / ANZGold credit card accounts in Hong Kong, effective 21 November 2003. The related business arrangements between the banks commenced on 25 November 2003.

Mr H S Tong, Head of Personal Banking for BEA, said: “Credit Card service is one of the key business areas of BEA. We are excited by BEA’s acquisition of all ANZ’s rights in relation to its PT100 / ANZGold credit card accounts in Hong Kong. We have gained a quality card business that will add great value to our existing credit card operation.” The amount paid for the transaction was not disclosed.

“PT100 and ANZGold cardholders represent the premium segment of the card business, and BEA is well placed to assist these clients with a full range of value-added services,” added Mr Tong. “BEA and ANZ are working together to make the transfer both smooth and seamless for existing PT100 / ANZGold credit cardholders.”

BEA will soon issue new BEA PLATINUM Cards and Gold Credit Cards to PT100 / ANZGold credit cardholders. The new cardholders will benefit from BEA’s wide range of valuable credit card services, including Asia Miles™ Travel Reward Programme, Octopus Automatic Add-Value service, and BEA’s many exclusive partner agreements with leading retail and service outlets in Hong Kong and overseas. In addition, PT100 and ANZGold cardholders will enjoy a special welcome gift, tailored just for them.

### **About BEA**

Established in 1918, BEA is the largest independent local bank in Hong Kong with total assets of HK\$189 billion (US\$24.3 billion) as of 30 June 2003. Over the years, BEA has gained an international reputation as a professionally managed and prudent financial institution that understands customers’ needs. The BEA Group now operates a 100-plus strong branch network in Hong Kong, 19 outlets in Greater China, and maintains an extensive presence in the U.S.A., Canada, the U.K., the British Virgin Islands and Southeast Asia.

In addition to its own brand core cards, BEA currently manages 24 affinity / co-branded card programmes with various institutions and professional bodies, offering customised services to meet the specific needs of their members.

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