

For Immediate Release

BEA Launches Auto Payroll and Supreme Account Promotions
Include Welcome Rewards Worth up to HK\$2,400 and a Lucky Draw

Hong Kong, 23rd July, 2014 – The Bank of East Asia, Limited (“BEA”) today announces the launch of new auto payroll and Supreme Account promotions. Customers who meet the requirements can receive welcome rewards worth up to HK\$2,400, as well as entry to a lucky draw for the chance to “double your pay”. The offers are available from now until 31st December, 2014.

Customers who register for auto payroll service and arrange to have their monthly salary deposited into an all-in-one account (SupremeGold Account, Supreme Account, or i-Account) can earn a welcome reward of up to HK\$1,800, as well as entry to a lucky draw for a prize of up to HK\$60,000. Customers who begin receiving salary via auto payroll on or before 30th September, 2014 will receive an additional lucky draw entry.

Meanwhile, customers who open or upgrade to a new Supreme Account and meet the Average Daily Relationship Balance* requirement for six consecutive months can receive a welcome reward of up to HK\$400. New-to-bank customers can receive an extra HK\$200 reward.

Customers are also entitled to a range of banking privileges, including account service fee waivers and discounts on investment and insurance plans.

Terms and conditions apply to the offers listed above. For more details, please refer to the Appendix. Customers can obtain more information on the auto payroll promotion and register for the service by calling the Registration Hotline on (852) 2211 1828. Those who require more information on the Supreme Account promotion can call the BEA Customer Service Hotline on (852) 2211 1333, or visit any BEA branch or the Bank’s homepage at www.hkbea.com.

* “Average Daily Relationship Balance” refers to the daily average of all balances in the all-in-one account sub-accounts and the accounts/plans that have been selected to be included on the all-in-one account statement (excluding the balances of foreign exchange margin trading accounts, mortgage loans, and credit cards, and including only the cash values of insurance policies).

About The Bank of East Asia, Limited

BEA has been dedicated to helping personal and business customers grow and prosper since its incorporation in 1918. As of 31st December, 2013, the Bank's total consolidated assets stood at HK\$754.0 billion (US\$97.2 billion). BEA is listed on The Stock Exchange of Hong Kong, and is a constituent stock of the Hang Seng Index.

BEA offers customers a wide range of commercial banking, personal banking, wealth management, and investment services through an extensive network of more than 240 outlets covering Hong Kong and the rest of Greater China, Southeast Asia, the United Kingdom, and the United States. For more information, please visit any BEA branch or the Bank's homepage at www.hkbea.com.

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BEA – Operator of one of the largest banking networks in Hong Kong



Appendix: Offer Details

1. Auto Payroll

Welcome Reward¹

Monthly Salary (HK\$)	Welcome Reward ¹ (Free Spending Credit, HK\$)
60,000 or above	1,800
30,000 – 59,999	900
20,000 – 29,999	600
10,000 – 19,999	300

Lucky Draw²

Group	Monthly Salary (HK\$)	Lucky Draw ² Prize (Free Spending Credit, HK\$)	No. of Winners
1	60,000 or above	60,000	2
2	30,000 – 59,999	30,000	2
3	20,000 – 29,999	20,000	2
4	10,000 – 19,999	10,000	2

Customers who begin receiving salary via auto payroll service on or before 30th September, 2014 will be entered into the lucky draw twice.

2. Supreme Account

New-to-bank Customers:
HK\$200 new-to-bank reward³

New-to-bank or Upgraded Customers:

Customers who open or upgrade to a new Supreme Account and meet the Average Daily Relationship Balance requirement will receive a welcome reward⁴ of up to HK\$400:

Average Daily Relationship Balance (for 6 consecutive months)	Welcome reward ⁴
Every HK\$100,000	HK\$100 (max. HK\$400)

Remarks:

- To be eligible for the auto payroll welcome reward, customers are required to (i) register for the auto payroll service with a SupremeGold Account, Supreme Account, or i-Account (the "Payroll Account"), (ii) start depositing their monthly salary into their Payroll Account within the next two calendar months from the date of registration, and maintain this arrangement for 12 consecutive months; and (iii) provide an email address

during the promotional period. The welcome reward will be given in two phases in the form of free spending credit.

2. To qualify for the lucky draw, customers must (i) start depositing their monthly salary via auto payroll into their Payroll Account within the next two calendar months from the date of registration, and maintain this arrangement until the lucky draw takes place, and (ii) provide an email address during the promotional period. There will be a total of eight winners in the lucky draw. All winners will be randomly drawn by BEA's computer system in March 2015. The results of the lucky draw will be announced on the BEA website at www.hkbea.com on 6th April, 2015.
3. The new-to-bank reward is only applicable to new-to-bank customers who successfully open a Supreme Account within the promotional period, and fulfil the requirements of Supreme Account welcome reward.
4. The Supreme Account welcome reward is only applicable to new-to-bank or upgraded Supreme Account customers who (i) maintain an Average Daily Relationship Balance of HK\$100,000 or above (or its equivalent) for the first six consecutive months from the date the Supreme Account is opened, (ii) open a securities and a linked deposit sub-account, and (iii) provide an email address during the Promotional Period.
5. All rewards will be given in the form of BEA Credit Card free spending credit unless otherwise specified.
6. For full details of the offers and related terms and conditions, including a definition of "new-to-bank customer", please refer to the promotional leaflets available at any BEA branch.

Important Notice

Investment involves risks. The prices of investment products may move up or down, and may become valueless. Before making any investment decision, investors should refer to all relevant investment product offering documents for detailed information including the risk factors. If investors are in doubt, independent professional advice should be sought.