

For Immediate Release

**BEA Life Launches New Promotional Offers
Including Premium Discounts of up to HK\$48,888**

Hong Kong, 13th October, 2014 – The Bank of East Asia, Limited (“BEA”) today announces that its wholly-owned life insurance arm, BEA Life Limited (“BEA Life”), has launched new promotional offers on insurance plans.

From now until 31st December, 2014, customers can enjoy a first-year annual premium discount of up to HK\$38,888 when they successfully enrol in a selected BEA Life insurance plan and meet the first-year annual premium amounts¹. In addition, SupremeGold customers² can enjoy a first-year annual premium discount of up to HK\$48,888 upon enrolment in ProRetire Annuity Insurance, High Income Generator Insurance, or MultiReward Whole Life Insurance plans.

BEA Life’s ProRetire Annuity Insurance, High Income Generator Insurance, and MultiReward Whole Life Insurance plans are especially suitable for customers interested in setting aside savings or preparing for retirement. The plans provide various premium payment terms and can protect the insured up to the age of 100. By providing guaranteed monthly income, cash values, or cash bonuses, the plans can help ensure a relaxing and peaceful retirement by providing a steady income stream.

BEA Life offers a wide range of life insurance products, including retirement, medical, savings, and education insurance plans. For more information on the offers or BEA Life’s insurance plans, please call the BEA Insurance Services Hotline on (852) 3608 2928 or visit any BEA branch.

Remarks:

- 1 For single premium insurance plans, the first-year annual premium is equivalent to 10% of the single premium amount. The promotional offer is subject to terms and conditions. For details of the promotional offer or insurance plans, please refer to the relevant promotional factsheet, leaflet, and policy.
- 2 A valid SupremeGold Account must be maintained upon application submission. BEA reserves the right to determine a customer’s eligibility to any promotional offer.

The above insurance plans are underwritten by BEA Life Limited, a member of the BEA Group. The Bank of East Asia, Limited, having registered as an insurance agency with the Insurance Agents Registration Board established by the Hong Kong Federation of Insurers, is an appointed insurance agency of BEA Life Limited.

About BEA Life Limited

A wholly-owned subsidiary of BEA, BEA Life serves as the Bank's life insurance arm. BEA Life provides a full range of life insurance products and services including whole life, endowment, annuity, and term plans. In addition, the Company offers retirement and medical savings plans with varying features and scopes of coverage to meet the diverse needs of its customers.

About The Bank of East Asia, Limited

Incorporated in 1918, BEA is Hong Kong's largest independent local bank, with total consolidated assets of HK\$805.3 billion (US\$103.9 billion) as of 30th June, 2014. The Bank is listed on The Stock Exchange of Hong Kong and is a constituent stock of the Hang Seng Index.

BEA offers customers a comprehensive 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 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

