

For Immediate Release

**BEA Launches SupremeGold Promotion
with Welcome and Investment Rewards of up to HK\$14,500**

Hong Kong, 28th August, 2015 – The Bank of East Asia, Limited (“BEA”) today announces exclusive rewards of up to HK\$14,500 for customers who open a new SupremeGold Account on or before 29th February, 2016.

New SupremeGold customers who maintain the designated Average Daily Relationship Balance¹ for the first six calendar months after opening an account will be entitled to enjoy a welcome reward of up to HK\$8,000 in credit card free spending credit.

In addition to the welcome reward, new SupremeGold customers will also be entitled to a range of investment offers and privileges including:

- an investment reward of up to HK\$4,500 in credit card free spending credit;
- an investment fund transfer-in reward cash rebate of up to HK\$2,000; and
- a waiver of the local securities brokerage fee for BUY transactions made via self-service channels².

SupremeGold customers are also entitled to a pre-approved BEA SupremeGold World MasterCard with a perpetual annual fee waiver. Customers will receive 4X Bonus Points every time they settle payment with their card at dining outlets in Hong Kong or they will earn eight Bonus Points for every HK\$5 they spend, which can be redeemed for 1 Asia MileTM.

Existing SupremeGold customers who refer a friend or relative who successfully opens a SupremeGold Account will receive a referral reward³ of up to HK\$2,000 in credit card free spending credit.

Terms and conditions apply to the above offers. For more details, please refer to the Appendix. Customers can obtain more information about the promotion by visiting any BEA branch or calling the SupremeGold Privilege Hotline on (852) 2211 1833.

1. The "Average Daily Relationship Balance" is the average daily balance in the preceding month of the customer's SupremeGold sub-accounts and the accounts/plans that have been selected to be incorporated into the SupremeGold Account statement (excluding the balances of mortgage loans and credit cards, and including only the cash values of insurance policies).
2. Self-service channels include the internet, BEA App, mobile phones, and the Interactive Voice Recognition System.
3. The SupremeGold Referral Reward is valid until 31st December, 2015. For details and related terms and conditions, please refer to relevant promotional materials.

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\$816.0 billion (US\$105.3 billion) as of 30th June, 2015. Listed on the Stock Exchange of Hong Kong, the Bank 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



Appendix: Offer Details

- **Welcome Reward of up to HK\$8,000:**

Average Daily Relationship Balance (for 6 consecutive months) (HK\$)	Free Spending Credit ¹ (HK\$)	
	New-to-bank customer	Upgraded customer
≥ \$8,000,000	\$8,000	\$5,000
≥ \$5,000,000 < \$8,000,000	\$6,000	\$3,000
≥ \$3,000,000 < \$5,000,000	\$3,000	\$1,500
≥ \$1,000,000 < \$3,000,000	\$2,000	\$1,000
≥ \$500,000 < \$1,000,000	\$800	\$400

- **Investment Reward ² of up to HK\$4,500:**

Accumulative Investment Subscription Amount ³ (Within the first 6 months) (HK\$)	Free Spending Credit ¹ (HK\$)
≥ \$2,000,000	\$4,500
≥ \$1,000,000 < \$2,000,000	\$2,000
≥ \$500,000 < \$1,000,000	\$800
≥ \$200,000 < \$500,000	\$400

- **Investment Fund Transfer-in Reward ⁴ of up to HK\$2,000:**

Accumulative Investment Fund Transfer- in Amount (HK\$ or its equivalent)	Cash Rebate (HK\$)
≥ \$1,000,000	\$2,000
≥ \$500,000 < \$1,000,000	\$750
≥ \$200,000 < \$500,000	\$200

Remarks:

1. The free spending credit will be credited to the eligible customer's SupremeGold World MasterCard account.

2. The customer is also required to fulfil all of the requirements of the Welcome Reward.
3. “Accumulative Investment Subscription Amount” refers to the accumulated lump-sum subscriptions for funds, linked deposits, or bonds within the first six months after the opening of / upgrade to the SupremeGold Account.
4. For details and related terms and conditions regarding the Investment Fund Transfer-in Reward, please refer to the relevant promotional materials.