

For Immediate Release

BEA Launches Working Holiday Protection Insurance
Customers Can Enjoy a 20% Premium Discount and Double e-Dollars

Hong Kong, 17th March, 2016 – The Bank of East Asia, Limited (“BEA”) today announces the launch of the Working Holiday Protection Insurance plan (“the Plan”). With the increasing popularity of working holidays among young people in Hong Kong, the Plan is designed to provide comprehensive protection for the insured throughout their journey. From now until 30th June, 2016, customers who successfully enrol in the Plan online will enjoy a 20% discount on premiums, which can be as low as HK\$2,656*, and double e-Dollars¹.

The Plan is specially tailored for younger adults aged 18 to 30 and covers a wide range of activities that people take part in during and after working hours, and on leisure trips taken during working holidays.

Mr. Patrick Wan, General Manager & Head of Insurance and Retirement Benefits Division of BEA, says, “The younger generation are eager to widen their horizons by working abroad. An all-round insurance plan can offer essential protection to meet the risks associated with working holidays, allowing travellers to enjoy their overseas experience without worries.”

Applicants of the Working Holiday Protection Insurance plan may select coverage periods of six months or one year. A broad range of benefits are provided: up to HK\$1,000,000 for hospitalisation and surgical expenses and follow-up medical expenses within 90 days after returning to Hong Kong, including Chinese bone-setting and acupuncture; expenses for overseas outpatient visits; a personal accident benefit up to HK\$500,000; a personal liability benefit up to HK\$2,000,000; 24-hour Worldwide Emergency Aid services including unlimited coverage for emergency evacuation and repatriation to Hong Kong; and a travel interruption benefit covering trip cancellation, curtailment of trip, and travel delays. No deductibles are needed to claim any of these benefits, and no underwriting is required to enrol in the Plan. Customers can apply online and enjoy coverage instantly.

The Working Holiday Protection Insurance plan is underwritten by Blue Cross (Asia-Pacific) Insurance Limited (“Blue Cross”), a member of the BEA Group. BEA, 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 Blue Cross. For more information on the insurance plan and offers, please visit BEA website or call BEA Insurance Services Hotline on (852) 3608 2928.

* Premium is calculated based on a 6-month period of insurance

Remarks:

¹ The customer must register as a Loyalty Club member via BEA's insurance services webpage and successfully enrol in a Working Holiday Protection Insurance plan during the Promotional Period to receive double e-Dollars (equal to the sum of standard e-Dollars and bonus e-Dollars of the same amount). The Loyalty Club is BEA's insurance membership programme. Members can obtain e-Dollars based on the amount of premium paid and e-Dollars can be redeemed for gifts.

About Blue Cross (Asia-Pacific) Insurance Limited

Blue Cross is a member of The Bank of East Asia Group. With over 45 years of operational experience in the insurance industry, Blue Cross provides a comprehensive range of products and services including medical, travel and general insurance, which cater to the needs of both individual and corporate 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\$781.4 billion (US\$100.8 billion) as of 31st December, 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 corporate 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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Media enquiries:

Ms. Sylvia Chow
Head of Marketing and Corporate Communications Division
Blue Cross (Asia-Pacific) Insurance Limited
Tel.: (852) 3608 2823
Email: sylviachow@bluecross.com.hk

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

