

For Immediate Release**BEA Launches Auto-payroll Promotion***Customers Can Enjoy Dual Rewards of up to HK\$3,800 and HK\$1.5 = 1 Mile*

Hong Kong, 13th April, 2016 – The Bank of East Asia, Limited (“BEA”) today announces the launch of a new auto-payroll promotion for personal customers. During the promotional period from now until 31st August, 2016, new customers who register for BEA’s auto-payroll service and successfully apply for a BEA Flyer World MasterCard can enjoy the following dual rewards:

Welcome Reward

Auto-payroll Welcome Reward	Flyer World MasterCard Welcome Offer
Up to HK\$1,200	HK\$1.5 = 1 Mile

Loyalty Reward

Auto-payroll Bonus Reward	Special Mileage Reward
Up to HK\$2,600	HK\$4 = 1 Mile

To be eligible for the rewards, customers must receive their monthly salary of HK\$10,000 or above every month through auto-payroll into an all-in-one account (SupremeGold Account, Supreme Account, or i-Account) held solely in their name, and fulfil the designated requirements.

Customers can also enjoy a waiver of the all-in-one account monthly service fee and the handling fee for conversion into miles. Those who register online for the auto-payroll service will receive an additional reward worth HK\$100.

Terms and conditions apply to the above offers. For more details, please refer to the Appendix. Customers can obtain more information on the promotion and register for the auto-payroll service by calling the Registration Hotline on (852) 2211 1828, or by visiting the BEA website (www.hkbea.com/auto-payroll) or any BEA branch.

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 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

I Welcome Reward of up to a HK\$1,200 and HK\$1.5 = 1 Mile

1) Auto-payroll Welcome Reward

Payroll Account Type	Reward (Free Spending Credit, HK\$)	Requirement for the All-in-one Account Monthly Service Fee Waiver [^]
SupremeGold Account	\$1,200	Monthly payroll amount of HK\$60,000 or above
Supreme Account	\$500	Monthly payroll amount of HK\$20,000 or above
i-Account	\$300	Monthly payroll amount of HK\$10,000 or above

[^] In addition to meeting the payroll amount requirement, customers who fulfil other conditions can also enjoy the all-in-one account monthly service fee waiver. For details, please refer to the related all-in-one account fee schedules.

2) Flyer World MasterCard Welcome Offer

HK\$1.5 = 1 Mile

(Spend HK\$9,000 or more within two months from the date of card issuance and earn 48,000 Bonus Points, equivalent to 6,000 miles.)

II Loyalty Reward of up to HK\$2,600 Bonus Reward and HK\$4 = 1 Mile

1) Auto-payroll Bonus Reward

Average Daily Relationship Balance Requirement (HK\$) (To be maintained during the designated period)	Reward (Free Spending Credit, HK\$)		
	Phase 1 (Amount to be maintained during 1 st – 12 th month)	Phase 2 (Amount to be maintained during 13 th – 18 th month)	Total (Amount to be maintained during the full term of 18 months)
\$500,000	\$1,300	\$1,300	\$2,600
\$300,000	\$750	\$750	\$1,500
\$100,000	\$250	\$250	\$500

2) Flyer World MasterCard Special Mileage Reward

HK\$4 = 1 Mile

(Applies to the first HK\$30,000 of eligible spending in any one month within the first 12 calendar months following the date of card issuance. The first calendar month will be counted from the card issuance date till the end of the following calendar month.)

III Register online for an extra HK\$100

Remarks: All of the above offers are subject to terms and conditions. For details, please refer to the relevant promotional leaflet.