

For Immediate Release

BEA Offers New SupremeGold Customers Rewards of up to HK\$16,800

Hong Kong, 15th April, 2016 – The Bank of East Asia, Limited (“BEA”) today announces the launch of a new SupremeGold promotion, with rewards of up to HK\$16,800 for customers who open a SupremeGold account on or before 31st August, 2016.

New SupremeGold customers who maintain Initial Funds¹ for the first six consecutive calendar months after opening an account and fulfil the relevant requirements will be entitled to enjoy an instant reward of up to HK\$1,000 in cash coupons, and welcome rewards of up to HK\$8,000 in BEA SupremeGold World MasterCard free spending credit.

In addition, customers will be entitled to a range of investment offers and privileges including:

- 2 times fund subscription fee rebate of up to HK\$4,000;
- waiver of the local securities brokerage fee for BUY transactions made via self-service channels² including the BEA App and cyberbanking; and
- an auto-payroll reward of up to HK\$3,800.

SupremeGold customers are also entitled to a pre-approved BEA SupremeGold World MasterCard with a perpetual annual fee waiver and a mileage or dining reward. Customers will either receive 4 times Bonus Points every time they settle payment with their card at dining outlets in Hong Kong OR 1 Asia Mile for every HK\$5 they spend.

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 BEA SupremeGold World MasterCard free spending credit. Existing SupremeGold customers who successfully refer two or more people will receive an additional reward of a Peninsula Classic Afternoon Tea & Scone set for Two⁴.

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

1. “Initial Funds” refers to (i) the existing Average Daily Relationship Balance of the upgraded SupremeGold account and/or (ii) funds newly deposited into the new/upgraded SupremeGold account within the first 2 weeks of account opening. The funds deposited include only funds using cheques drawn on other banks or via telegraphic transfer or CHATS (funds transferred from any other deposit account maintained with BEA, either under the customer's own name (including joint-

name accounts) or in the names of others are excluded). 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 BEA's Interactive Voice Recognition System.
3. The SupremeGold Referral Reward is valid until 31st December, 2016. For details and related terms and conditions, please refer to relevant promotional materials.
4. The Peninsula Classic Afternoon Tea & Scone Set for Two includes two Peninsula tea bags, two scones, strawberry preserves, and home-made clotted cream, and is for takeaway only.

Investment involves risk. Before making an investment decision, investors should refer to the relevant investment product offering documents for detailed information including the risk factors. Investors should not make an investment decision based solely on this promotional material. If investors are in doubt, independent professional advice should be sought. This material has not been reviewed by the Securities and Futures Commission in Hong Kong.

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.

– End –

Media enquiries:

Ms. Anita Ng
Head of Branch Distribution and Services Department
Personal Banking Division
The Bank of East Asia, Limited
Tel.: (852) 3608 2346
Email: nganp1@hkbea.com

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

