

**For Immediate Release****BEA Life Launches 5-Year Savings-Wise Insurance***Provides Guaranteed Annual Return of up to 3.6%*

Hong Kong, 11<sup>th</sup> July, 2016 – The Bank of East Asia, Limited (“BEA”) today announces the launch of the 5-Year Savings-Wise Insurance plan (“the Plan”) by its wholly-owned life insurance subsidiary, BEA Life Limited (“BEA Life”). By paying premiums of an equal amount for periods as short as five years, those insured can receive a guaranteed annual return of 3.6% for a USD plan, or 3.4% for a HKD plan, when their policies mature.

The plan provides 15 years of life protection coverage. In the unfortunate event that the insured person passes away during this period, a death benefit amount of either the guaranteed cash value or 101% of the total basic premium (whichever is higher) will be paid to the designated beneficiaries in a lump sum to help cover any immediate financial needs.

Mr. Patrick Wan, Managing Director of BEA Life, commented, “The slowdown in the Hong Kong economy and the continued low interest rate environment have prompted many individuals to look for relatively low-risk investment products with guaranteed returns. In response to this need, BEA Life has developed the 5-Year Savings-Wise Insurance plan, which enables customers to enjoy steady returns as well as life protection for peace of mind.”

Customers aged between three months and 60 years old are eligible for enrolment in the 5-Year Savings-Wise Insurance plan. The minimum annual premium per policy is US\$4,000 for the USD plan and HK\$32,000 for the HKD plan. The application process is straightforward, and no medical examination is required if the total annual premium of all plans<sup>1</sup> is not more than US\$1,000,000 or HK\$8,000,000 per insured person.

From now until 31<sup>st</sup> August, 2016, customers who successfully enrol in the Plan with a first-year annual premium of US\$23,000/HK\$180,000 or above will receive a first-year annual premium discount of 8%, while a 5% discount will be offered to successful applications with a first-year annual premium of below US\$23,000/HK\$180,000. The premium discount can be as much as US\$11,000/HK\$88,000 per policy.

For more information on the 5-Year Savings-Wise Insurance plan<sup>2</sup> and offers<sup>3</sup>, please call the BEA Insurance Services Hotline on (852) 3608 2928 or visit any BEA branch.

<sup>1</sup> Equal to the total annual premium of all 5-Year Savings-Wise Insurance plans under the same insured person.

<sup>2</sup> For details of the insurance plan, please refer to the leaflet and policy terms and conditions.

<sup>3</sup> The promotional offer is subject to terms and conditions. For details of the promotional offer, please refer to its promotional factsheet.

Remark:

The 5-Year Savings-Wise Insurance plan is underwritten by BEA Life, 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 BEA Life.

### **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 insurance 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\$781.4 billion (US\$100.8 billion) as of 31<sup>st</sup> 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 230 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](http://www.hkbea.com).

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Media enquiries:

Ms. Sylvia Chow  
Head of Marketing and Corporate Communications Division  
BEA Life Limited  
Tel.: (852) 3608 2823  
Email: [sylviachow@bealife.com.hk](mailto:sylviachow@bealife.com.hk)

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

