



**BEA 東亞銀行**

**The Bank of East Asia, Limited**

(Incorporated in Hong Kong with limited liability in 1918)  
(Stock Code: 23)

13<sup>th</sup> December, 2011

Dear Shareholder,

**Election of Means of Receipt of Corporate Communications**

Pursuant to the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited (the “**Listing Rules**”) and the Articles of Association of The Bank of East Asia, Limited (the “**Bank**”), the Bank is making new arrangements for you to receive its future Corporate Communications<sup>Note</sup> (i) in electronic form on the Bank’s website at [www.hkbea.com](http://www.hkbea.com) (“**Website Version**”) or (ii) in printed form (“**Printed Version**”).

For the sake of environmental protection and to save printing and mailing costs, the Bank recommends you to elect the Website Version.

If you wish to elect Printed Version, please complete the enclosed Reply Form and sign and return it to the Bank’s Share Registrar, Tricor Standard Limited (“**Share Registrar**”) at 26/F., Tesbury Centre, 28 Queen’s Road East, Hong Kong. If you post your reply in Hong Kong, you can use the mailing label at the bottom of the Reply Form and do not need to affix a stamp on the envelope. Otherwise, please affix an appropriate stamp. If you have elected Printed Version, the Bank will, in future, send you printed copies of the relevant Corporate Communications which will be in both English and Chinese languages.

If you wish to choose the Website Version, you do not need to take any action in response to this letter. **If the Share Registrar does not receive the duly completed and signed Reply Form on or before 12<sup>th</sup> January, 2012, you will be deemed, until you inform the Share Registrar otherwise by reasonable notice in writing according to the relevant laws and regulations, to have elected the Website Version (i.e. to read all future Corporate Communications published on the Bank’s website) instead of Printed Version.**

If you are deemed to have elected the Website Version, the Bank will notify you by serving a notice of publication together with a change request form for you to change your choice upon despatch of each Corporate Communication. If for any reason you have difficulty in receiving or gaining access to the Corporate Communications electronically, the Bank will upon your request in writing to the Share Registrar promptly send printed copies of the Corporate Communications to you free of charge.

You are entitled at any time to change your choice of means of receipt of the Corporate Communications by giving reasonable notice in writing to the Share Registrar. Shareholders may also send such notice by an email to [BEA0023-ecom@hk.tricorglobal.com](mailto:BEA0023-ecom@hk.tricorglobal.com) specifying your request together with your full name and contact telephone number.

Please note that (a) Printed Version of all future Corporate Communications of the Bank, in English and Chinese languages, will be available from the Bank or the Share Registrar upon request; and (b) the same will also be available on the Bank’s website at [www.hkbea.com](http://www.hkbea.com) and the website of Hong Kong Exchanges and Clearing Limited at [www.hkexnews.hk](http://www.hkexnews.hk).

Please also note that the arrangements set out in this letter will supersede the previous arrangement made by the Bank for Shareholders to elect the means of receipt of Corporate Communications.

Should you have any queries relating to this letter, please contact Customer Service Hotline of Tricor Standard Limited at (852) 2980 1333 from 9:00 a.m. to 5:00 p.m., Monday to Friday (excluding public holidays).

Yours faithfully,  
For and on behalf of  
**The Bank of East Asia, Limited**  
**Alson LAW Chun-tak**  
Company Secretary

*Note: Corporate Communication(s) refer to any document(s) issued or to be issued by the Bank for the information or action of holders of any of the Bank’s securities, including but not limited to (a) the directors’ report and annual accounts together with a copy of the auditor’s report; (b) the interim report; (c) a notice of meeting; (d) a listing document; (e) a circular; and (f) a form of proxy.*