



The Bank of East Asia, Limited

(Incorporated in Hong Kong with limited liability in 1918)

(Stock Code: 23)

21st March, 2012

Dear Shareholder,

Notification of publication of (i) 2011 Annual Report, (ii) Circular dated 21st March, 2012 relating to Notice of Annual General Meeting, Re-election of Directors, Amendments to Articles of Association and General Mandates to Issue Shares and Repurchase Shares and (iii) Proxy Form (“Current Corporate Communications”)

We hereby notify you that the English and Chinese versions of the Current Corporate Communications of The Bank of East Asia, Limited (the “**Bank**”) are now available on the Bank’s website at www.hkbea.com and the website of Hong Kong Exchanges and Clearing Limited at www.hkexnews.hk. You may access the Current Corporate Communications by visiting “Corporate Information - Investor Communication” section on the home page of the Bank’s website. If for any reason you have difficulty in receiving or gaining access to the Current Corporate Communications electronically, the Bank will upon receiving your request in writing to the Bank’s share registrar, Tricor Standard Limited (“**Share Registrar**”) at 26/F., Tesbury Centre, 28 Queen’s Road East, Hong Kong, promptly send printed copies of the Current Corporate Communications to you free of charge.

You may at any time choose to receive Corporate Communication(s)^{Note} either in printed form or using electronic means. If you wish to receive printed copies of the Current Corporate Communications and / or all future Corporate Communication(s), please complete the attached Request Form and return it to the Share Registrar by post using the mailing label provided. You do not need to affix a stamp if it is posted in Hong Kong. Otherwise, please affix an appropriate stamp. Printed copies of the Current Corporate Communications and / or all future Corporate Communication(s) will be sent to you free of charge upon receipt of your request. You may also change your choice of means of receipt of the Corporate Communication(s) at any time by giving reasonable notice in writing to the Share Registrar or send such notice by an email to BEA0023-ecom@hk.tricorglobal.com specifying your request together with your full name and contact telephone number.

You are encouraged to access the Corporate Communication(s) posted on the Bank’s website to help reduce the quantity of printed copies and hence the impact on the environment.

Should you have any queries relating to this notification, 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.