



## The Bank of East Asia, Limited

(Incorporated in Hong Kong with limited liability in 1918)

(Stock Code: 23)

25th March, 2014

Dear Shareholder of Ordinary Shares of the Bank,

**Notice of publication of (i) Annual Report 2013, (ii) Circular dated 25th March, 2014 together with Notice of Annual General Meeting 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 website of the Bank 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). You may access the Current Corporate Communications by visiting “About BEA – 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 (New Address: Level 22, Hopewell Centre, 183 Queen’s Road East, Hong Kong, with effect from 31st March, 2014), 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)<sup>Note</sup> 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](mailto: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 notice, 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.*

**Request Form 申請表格**

To: **The Bank of East Asia, Limited (the "Bank")**  
c/o Tricor Standard Limited  
26th Floor, Tesbury Centre  
28 Queen's Road East, Wanchai, Hong Kong  
(New Address: Level 22, Hopewell Centre,  
183 Queen's Road East, Hong Kong,  
with effect from 31st March, 2014)

致: **東亞銀行有限公司(「本行」)**  
經卓佳標準有限公司  
香港灣仔皇后大道東二十八號  
金鐘匯中心二十六樓  
(新地址: 香港皇后大道東183號  
合和中心22樓,  
生效日期為2014年3月31日)

**I/We have consented to or am/are otherwise deemed to have consented to receiving all Corporate Communications\* of the Bank in electronic form through the Bank's website in lieu of printed copies. However, I/We would like to change my/our choice as follows:**

本人/吾等曾同意或以其它方式被視為已同意透過本行網站以電子形式取代印刷本形式收取所有公司通訊\*。  
本人/吾等現更改選擇如下:

(please put a '✓' in the appropriate box(es) below)  
(請於適用的空格內劃上「✓」號)

- to receive printed copies of the (i) Annual Report 2013, (ii) Circular dated 25th March, 2014 together with Notice of Annual General Meeting and (iii) Proxy Form; and/or  
收取(i) 2013年報, (ii) 日期為2014年3月25日之通函連同股東周年常會通告及(iii) 代表委任書的印刷本;  
及/或
- to receive printed copies of all future Corporate Communications\* of the Bank.  
收取本行日後刊發的所有公司通訊\*的印刷本。

Signature:

簽署:

Name: \_\_\_\_\_ (English)  
姓名: \_\_\_\_\_ (英文)

(in block letters 以正楷填寫)

Date:

日期:

\_\_\_\_\_ (Chinese)  
\_\_\_\_\_ (中文)

Contact Phone

Number:

聯絡電話: \_\_\_\_\_

Notes:

註:

- Please complete all your details clearly.  
請 閣下清楚填妥所有資料。
- Any request form with no box marked a '✓', with no signature or otherwise incorrectly completed will be void. In the case of joint Shareholders, all must sign.  
若申請表格上未有於空格內劃上「✓」號, 未有簽署或填寫不正確, 即告作廢。所有聯名持有人均須簽署。
- For the avoidance of doubt, we do not accept any special instructions written on this Request Form.  
為免存疑, 任何在本申請表格上手寫的額外指示, 將不予處理。

\* 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.

公司通訊指由本行刊發或將會刊發以供其任何證券持有人備考或採取行動的任何文件, 包括但不限於: (a)董事會報告書及年度賬目, 連同核數師報告書; (b)中期報告; (c)會議通告; (d)上市文件; (e)通函及(f)投票委託書。



Please cut the mailing label and stick this on an envelope to return the Request Form to us.

**No postage stamp is required if posted in Hong Kong.**

當 閣下寄回此申請表格時, 請將此郵寄標籤剪貼於信封上。  
如在本港投寄, 閣下無需支付郵費或貼上郵票

**Tricor Standard Limited**  
**卓佳標準有限公司**  
**Freepost No. 簡便回郵號碼: 37**  
**Hong Kong 香港**