



BEA 東亞銀行

The Bank of East Asia, Limited

東亞銀行有限公司

(Incorporated in Hong Kong with limited liability in 1918)

(Stock Code: 23)

19th September, 2017

Dear Shareholder,

Election of Means of Receipt of Corporate Communications

We are pleased to enclose the Interim Report 2017 (in both English and Chinese) of The Bank of East Asia, Limited (the "**Bank**") for your attention.

Pursuant to the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited and the Articles of Association of the Bank, the Bank has made arrangements for Shareholders of the Bank to receive its Corporate Communications^{Note} (i) in electronic form on the Bank's website at 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 or to continue to receive 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 Level 22, Hopewell Centre, 183 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 19th October, 2017, 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 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 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 and the website of Hong Kong Exchanges and Clearing Limited at www.hkexnews.hk.

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 the directors' report and annual accounts together with a copy of the auditor's report, the interim report, a notice of meeting, a listing document, a circular and a proxy form.

Reply Form for Printed Copies of Corporate Communications

To: The Bank of East Asia, Limited (the "Bank")c/o Tricor Standard Limited
Level 22, Hopewell Centre
183 Queen's Road East
Hong Kong**I/We would like to receive printed copies of all future Corporate Communications* of the Bank.**

Signature: _____ Date: _____

Name(s) of
Shareholder(s): _____ (English) _____ (Chinese)
(in BLOCK LETTERS)Contact Phone
Number: _____

Notes:

1. Please complete all your details clearly. Any reply form with no signature or otherwise incorrectly completed will be void. In the case of joint Shareholders, all must sign.
2. By completing and returning this Reply Form, you have expressly indicated that you prefer to receive all future Corporate Communications of the Bank in printed form.
3. **If the Bank does not receive this Reply Form or receive a response indicating your objection by 19th October, 2017, you will be deemed to have elected to access the Corporate Communications by electronic means through the Bank's website only, and we will send you a letter by post notifying you of the publication of the Corporate Communications on the Bank's website in future.**
4. The above instruction will apply to all future Corporate Communications to be sent to you until you notify the Bank otherwise in writing through the Bank's share registrar, Tricor Standard Limited at Level 22, Hopewell Centre, 183 Queen's Road East, Hong Kong. You may also notify the Bank of such change by email to BEA0023-ecom@hk.tricorglobal.com specifying your request together with your full name and contact telephone number.
5. For the avoidance of doubt, we do not accept any special instructions written on this Reply Form.

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

PERSONAL INFORMATION COLLECTION STATEMENT

"Personal Data" in this statement has the same meaning as "personal data" defined in the Personal Data (Privacy) Ordinance, Chapter 486 of the Laws of Hong Kong ("PDPO"). Your supply of the Personal Data is on a voluntary basis and for the purpose of processing your instructions as stated in this Form (the "Purposes"). If you fail to supply sufficient information, the Bank may not be able to process your instructions. The Bank may disclose or transfer the Personal Data to its subsidiaries, its Share Registrar and/or third party service provider who provides administrative, computer and other services to the Bank for use in connection with the Purposes and to such parties who are authorised by law to request the information or are otherwise relevant for the Purposes and need to receive the information. The Personal Data will be retained for such period as may be necessary to fulfil the Purposes (including for verification and record purposes). Request for access to and/or correction of the Personal Data can be made in accordance with the provisions of the PDPO and any such request should be in writing and sent to the Privacy Compliance Officer of Tricor Standard Limited at the above address.



Please cut the mailing label and stick this on an envelope to return the Reply 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
Freeport No. 簡便回郵號碼 : 37
Hong Kong 香港