



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)

29th March, 2017

Dear Shareholder of Ordinary Shares of the Bank,

Notice of publication of (i) Annual Report 2016, (ii) circular dated 29th March, 2017 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 and the website of Hong Kong Exchanges and Clearing Limited at 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 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 Level 22, Hopewell Centre, 183 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 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 Communications include but are 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.

Request Form 申請表格

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

致: **東亞銀行有限公司 (「本行」)**
經卓佳標準有限公司
香港皇后大道東183號
合和中心22樓

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 (i) Annual Report 2016, (ii) circular dated 29th March, 2017 together with Notice of Annual General Meeting and (iii) Proxy Form; and/or
收取(i) 2016年報, (ii) 日期為2017年3月29日之通函連同股東周年常會通告及(iii) 代表委任表格的印刷本; 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: _____

Date: _____
日期: _____

Name: _____ (English) _____ (Chinese)
姓名: _____ (英文) _____ (中文)
(in block letters 以正楷填寫)

Contact Phone
Number: _____
聯絡電話: _____

Notes:

- 註:
- Please complete all your details clearly.
請 閣下清楚填寫所有資料。
 - 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 Communications include but are 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.
公司通訊包括但不限於董事會報告及年度賬目連同核數師報告、中期報告、會議通告、上市文件、通函及代表委任表格。

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 Personal Data Privacy Officer of Tricor Standard Limited at the above address.

收集個人資料聲明

本聲明中所指的「個人資料」與香港法例第486章《個人資料(私隱)條例》中「個人資料」的涵義相同。閣下是自願提供個人資料, 以用於處理 閣下在本表格上所述的指示(「該等用途」)。如 閣下未能提供足夠資料, 本行有可能無法處理 閣下的指示。本行可就所述的該等用途, 將個人資料披露或轉移給本行的附屬公司、股份登記處及/或向為本行提供行政、電腦及其他服務的第三者服務供應商, 以及其他獲法例授權而要求取得有關資料的人士或其他與上述所列出的該等用途有關以及需要接收有關資料之人士。個人資料將在適當期間保留作履行所述的該等用途(包括作核實及紀錄用途)。有關查閱及/或更正個人資料的要求可按照《個人資料(私隱)條例》提出, 而有關要求須以書面方式郵寄至卓佳標準有限公司(地址如上)的個人資料私隱主任。



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