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The Bank of East Asia, Limited

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

NOTICE OF BOARD MEETING

This is to announce that a meeting of the Board of Directors of The Bank of East Asia, Limited (the "Bank") will be held at The Bank of East Asia Building, 10 Des Voeux Road Central, Hong Kong on Tuesday, 15th February, 2011 for the purpose of, among other matters, approving the publication of the final results for the year ended 31st December, 2010 and considering the payment of a final dividend.

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

Hong Kong, 28th January, 2011.

As at the date of this announcement, the Executive Director of the Bank is: Dr. the Hon. Sir David LI Kwok-po (Chairman & Chief Executive); Non-executive Directors of the Bank are: Professor Arthur LI Kwok-cheung (Deputy Chairman), Mr. Aubrey LI Kwok-sing, Tan Sri Dr. KHOO Kay-peng, Mr. Richard LI Tzar-kai, Mr. Eric LI Fook-chuen, Mr. Stephen Charles LI Kwok-sze and Dr. Isidro FAINÉ CASAS; and Independent Non-executive Directors are: Dr. Allan WONG Chi-yun (Deputy Chairman), Mr. WONG Chung-hin, Dr. LEE Shau-kee, Mr. Winston LO Yau-lai, Mr. Thomas KWOK Ping-kwong, Mr. Kenneth LO Chin-ming, Mr. William DOO Wai-hoi, Mr. KUOK Khoon-ean and Mr. Valiant CHEUNG Kin-piu.