

For Immediate Release

**BEA Life Launches WiseCare Premium Refundable
Cancer Protection Insurance**

Provides Coverage against Any Type of Cancer up to the Age of 100, with a Premium Payment Period as Short as Five Years and a Premium Refund at Policy Maturity or Surrender

Hong Kong, 20th October, 2015 – The Bank of East Asia, Limited (“BEA”) today announces the launch of the WiseCare Premium Refundable Cancer Protection Insurance plan (the “Plan”) by its wholly-owned life insurance arm, BEA Life Limited (“BEA Life”). By paying premiums for as little as five years, the insured can enjoy coverage up to the age of 100¹ and receive up-front financial support with a lump-sum benefit equal to 100% of the sum insured if the insured is diagnosed with cancer. If no cancer benefit is paid during the protection period, the insured will receive a refund of up to 100% on his/her premiums² when the policy matures or is surrendered.

The Plan offers life-long cancer protection, including two advance payments³ of cash for related medical expenses (such as treatment costs for carcinoma-in-situ or early-stage cancers), and the benefit paid will not be deducted from the death benefit, surrender benefit, or maturity benefit. In the unfortunate event that the insured passes away during the protection period, a death benefit of up to 100% of the total basic premium⁴ will be paid to the designated beneficiaries to help cover any immediate financial needs.

Mr. Patrick Wan, Managing Director of BEA Life, says, “Thanks to advances in medical technology, many cancer treatments today are very effective, particularly in curing early-stage cancers. The Plan is specially designed to address the needs of patients fighting cancer, providing adequate financial support to pay for the substantial medical expenses involved, and enabling them to obtain quality and timely treatment for a speedy recovery.”

Furthermore, the Plan offers a value-added service – Second Medical Opinion – that enables the insured to receive free medical advice from an experienced international team of medical professionals, so that the insured can better understand his/her health situation and make informed choices about treatment.

Customers aged between three months and 60 years can enrol in the Plan and pay the premiums annually, semi-annually, or monthly for periods of 5, 10, or 20 years.

From now until 31st December, 2015, customers⁵ who successfully enrol in the Plan will receive a first-year annual premium discount of up to 5%, while SupremeGold customers⁶ can enjoy a first-year annual premium discount of up to 8% when they enrol in the same plan.

BEA Life offers a wide range of life insurance products, including retirement, medical, savings, and education insurance plans. For more information on the WiseCare Premium Refundable Cancer Protection Insurance plan* and offers^, please call the BEA Insurance Services Hotline on (852) 3608 2928 or visit any BEA branch.

1. Unless otherwise specified, coverage to age 100 is applicable to the death benefit and all covered cancers, carcinoma-in-situ, and early-stage cancers.
 2. The premium refund is equal to a designated percentage of the total basic premium based on the policy year.
 3. Each payment is subject to 20% of the sum insured or a maximum of US\$30,000 or HK\$240,000, whichever is lower.
 4. Applies to the 10th policy year and thereafter. No death benefit will be payable if the cancer benefit has been paid or is payable.
 5. Customers must maintain a valid CorporatePlus Account, Supreme Account, or auto-payroll account.
 6. A valid SupremeGold Account must be maintained when an application is submitted.
- * For details of the insurance plan, please refer to the leaflet and policy terms and conditions.
^ The promotional offer is subject to terms and conditions. For details of the promotional offer, please refer to its promotional factsheet.

The WiseCare Premium Refundable Cancer Protection Insurance plan is underwritten by BEA Life, a member of the BEA Group. BEA, having registered as an insurance agency with the Insurance Agents Registration Board established by the Hong Kong Federation of Insurers, is an appointed insurance agency of BEA Life.

About BEA Life Limited

A wholly-owned subsidiary of BEA, BEA Life serves as the Bank's life insurance arm. BEA Life provides a full range of life insurance products and services including whole life, endowment, annuity, and term plans. In addition, the Company offers retirement and medical savings plans with varying features and scopes of coverage to meet the diverse needs of its customers.

About The Bank of East Asia, Limited

Incorporated in 1918, BEA is Hong Kong's largest independent local bank, with total consolidated assets of HK\$816.0 billion (US\$105.3 billion) as of 30th June, 2015. Listed on the Stock Exchange of Hong Kong, the Bank is a constituent stock of the Hang Seng Index.

BEA offers customers a comprehensive range of commercial banking, personal banking, wealth management, and investment services through an extensive network of more than 240 outlets covering Hong Kong and the rest of Greater China, Southeast Asia, the United Kingdom, and United States. For more information, please visit any BEA branch or the Bank's homepage at www.hkbea.com.

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BEA – Operator of one of the largest banking networks in Hong Kong

