



你的富足人生不止於財富優勢，而是讓你和摯愛過上
安穩而璀璨的生活。

專屬你的顯卓私人理財高級客戶經理及策劃團隊，
悉心為你的財富、家庭及未來作更好的籌劃。

我們為你準備了以下的理財和保障禮遇。憑藉多元化的投資選擇，
助你爭取更大的潛在回報；保障你和摯親的居所以至財物，
締造無憂的豐盛生活：

透過指定渠道¹完成指定投資交易²

滿指定金額，可享：



「家居綜合保」首年保費HK\$1

累積投資交易滿HK\$50,000可享專屬優惠碼，透過
東亞銀行有限公司（「東亞銀行」）保險服務網頁或
東亞網上銀行以**首年保費HK\$1**投保「家居綜合保」^{3&4}

「家居綜合保」為你的家居提供周全的保障，
以應對突如其來的風災、水災、火災或盜竊等事故：

按此了解計劃詳情

此外，累積投資交易滿HK\$100,000再享以下尊屬禮遇：



投資交易獎賞⁵高達HK\$8,000

| 累積投資交易金額 (HK\$或等值) | 投資交易獎賞 (HK\$) |
|----------------------------|------------------|
| >HK\$5,000,000 | \$8,000 |
| \$3,000,000 -< \$5,000,000 | \$4,500 |
| \$1,000,000 -< \$3,000,000 | \$1,500 |
| \$500,000 -< \$1,000,000 | \$500 |
| \$100,000 -< \$500,000 | \$200 |

歡迎聯絡你的
顯卓私人理財高級客戶經理了解更多！

推廣期至2025年9月30日。優惠須受條款及細則約束，詳情請按此。

註：

- 「指定渠道」包括東亞銀行分行、東亞網上銀行 BEA Online 及 / 或東亞手機銀行 BEA Mobile。
- 「指定投資交易」指整額認購基金（並不包括月供基金計劃，基金轉換，基金贖回，基金轉入及認購費低於1%之基金交易）、掛鈎存款（並不包括可續回利率指數掛鈎存款及存款期少於60天的外幣掛鈎存款）、債券（並不包括香港特別行政區政府發行的債券、香港特別行政區政府全資擁有的實體或組織發行的債券、中央人民政府發行的主權債券或中華人民共和國政策性銀行發行的債券）及存款證。外幣掛鈎存款及存款證所計得之累積投資交易金額上限合計為HK\$500,000（或等值）。
- 只適用於「家居綜合保」（非矮房及計劃1）。
- 合資格客戶於完成指定投資交易滿HK\$50,000月份後的第二個月，本行將透過短訊向合資格客戶發送專屬推廣代碼。專屬推廣代碼之使用受條款及細則約束。

| 完成指定投資交易 滿HK\$50,000的月份 | 獲得專屬推廣 代碼的月份 | 使用專屬推廣 代碼的期限 |
|----------------------------|-----------------|--------------------|
| 2025年6月 | 2025年8月31日或之前 | 2025年12月31日 或之前 |
| 2025年7月 | 2025年9月30日或之前 | |
| 2025年8月 | 2025年10月31日或之前 | |
| 2025年9月 | 2025年11月30日或之前 | |

- 「獎賞」為信用卡免找數簽賬額。

借定唔借？還得到先好借！

重要聲明：

- 投資涉及風險。基金的單位價格可升可跌。基金產品的組合需承受市場波動及買賣投資有其內在風險。閣下不應只單憑本資料而作出投資決定。
- 閣下在作出任何投資決定前，應參閱所有有關基金之銷售文件包括但不限於基金產品說明書，以取得包括風險因素在內的詳細資料。
- 該等基金產品可能只在某些司法管轄區內提供及/或有限制。閣下如有疑問，應尋求獨立專業意見。
- 掛鈎存款是包含金融衍生工具的結構性產品。
- 掛鈎存款並不同定期存款，亦不是香港特別行政區存款保障計劃下的受保存款。
- 債券/存款證乃投資產品。投資決定是由閣下自行作出的。惟除非中介人於銷售該產品時已向閣下解釋，經考慮閣下的財務情況、投資經驗及目標後，該產品適合閣下，否則閣下不應投資在該產品。
- 債券/存款證並非存款，並不受香港特別行政區的存款保障計劃保障。
- 債券/存款證表現受發行人的實際和預計借貸能力所影響，就償債責任而言，債券/存款證不保證發行人不會拖欠債務。在最壞情況下，債券/存款證持有人可能無法取回債券/存款證的利息和本金。
- 本資料並未經香港特別行政區證券及期貨事務監察委員會審閱。
- 本資料所載之資料只作資訊用途，並不構成要約、游說、邀請或建議認購任何證券或投資產品。
- 適用於分銷投資及保險產品 - 對於東亞銀行與客戶之間因銷售過程或處理有關交易而產生的合資格爭議（定義見金融糾紛調解計劃的金融糾紛調解的中心職權範圍），東亞銀行須與客戶進行金融糾紛調解計劃程序。

有關「家居綜合保」的重要資料：

- 「家居綜合保」由友邦保險控股有限公司之子公司 - 藍十字（亞太）保險有限公司（Blue Cross(Asia-Pacific) Insurance Limited）（「藍十字」）承保。以上資料並不包含保單的完整條款及細則，且只供參考之用。有關詳盡條款及細則及所有不保之事項，概以保單為準。
- 東亞銀行為藍十字之獲委任保險代理商。此保險計劃是藍十字而非東亞銀行的產品。此保險計劃所發放的利益須承受藍十字的信貸風險。
- 藍十字（亞太）保險有限公司乃友邦保險控股有限公司之子公司，與Blue Cross and Blue Shield Association及其任何關聯公司或持牌人並無任何關聯。
- 載於此文件的所有保險產品資料並不構成亦不應被詮釋為向香港境外之任何人士出售、提供或游說購買任何保險產品。

獎項及殊榮

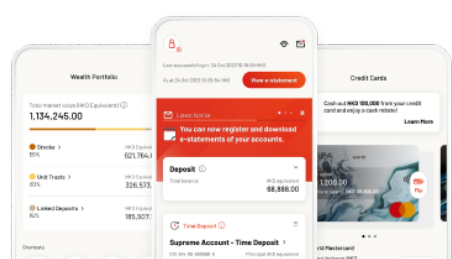
- 《彭博商業周刊/中文版》金融機構大獎 2024
- 《亞洲銀行及財金》零售銀行大獎 2024
- 《亞洲銀行家》大獎 2024

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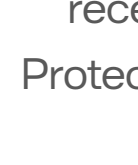
With your Senior Relationship Manager and a dedicated team of expert consultants, you can forge a future of enduring prosperity through finessed financial planning.

To help you unlock greater potential returns, we have prepared tailored wealth management and protection solutions. These are designed to optimise your returns through a diverse array of investment opportunities, while securing your loved ones' homes and cherished possessions, creating a life of abundance and lasting peace of mind:

Perform designated investment transaction¹

via designated channels² of

specified amount with us to enjoy:



Exclusive HK\$1 First-year Premium on Household Protection Insurance

Accumulate investment amount of HK\$50,000 to receive an exclusive promo code. Apply for Household Protection Insurance with **HK\$1 first-year premium**^{3&4} by entering the exclusive promo code through the Insurance Services webpage of the Bank of East Asia, Limited ("BEA") or BEA Online.

Household Protection Insurance safeguards your home with extensive coverage against unexpected incidents such as typhoon, flood, fire and burglary:

Click Here to Learn More

Besides, accumulate investment amount of HK\$100,000 to enjoy below exclusive offer:



Investment Transaction Reward⁵ up to HK\$8,000

| Accumulated Investment Amount (HK\$ or its equivalent) | Investment Transaction Reward (HK\$) |
|--|--------------------------------------|
| >HK\$5,000,000 | \$8,000 |
| \$3,000,000 -< \$5,000,000 | \$4,500 |
| \$1,000,000 -< \$3,000,000 | \$1,500 |
| \$500,000 -< \$1,000,000 | \$500 |
| \$100,000 -< \$500,000 | \$200 |

Call your Senior Relationship Manager to learn more!

Promotion runs until 30 September 2025. Terms and conditions apply. For details, please click [here](#).

Remarks:

- "Designated Investment Transactions" refers to lump-sum subscriptions for funds (excluding Monthly Investment Plan subscriptions, fund switching, fund redemption, transfer-in of funds, and fund subscriptions with a subscription fee of lower than 1%), linked deposits (excluding callable interest rate index-linked deposits and currency-linked deposits with tenor of less than 60 days), bonds (excluding bonds issued by the Hong Kong Special Administrative Region Government, bonds issued by entities or organisations that are wholly owned by the Hong Kong Special Administrative Region Government, sovereign bonds issued by the Central People's Government or bonds issued by policy banks of the People's Republic of China) and certificate of deposits. The total accumulated investment transaction amount of currency-linked deposits and certificate of deposits is calculated with a cap of HK\$500,000 (or equivalent).
- "Designated Investment Channels" refers to BEA branch, BEA Online, and/or BEA Mobile.
- Only applicable to Low Rise House and Plan 1 of the Household Protection Insurance.
- In the second month following the month achieving at least HK\$50,000 designated investment transactions, the Bank will send the Exclusive Promo Code to Eligible Customers via SMS. The use of Exclusive Promo Code should be subject to the terms and conditions.

| The month of fulfilling at least HK\$50,000 accumulated investment transaction amount | The month of receiving the exclusive promo code | The deadline to use the exclusive promo code |
|---|---|--|
| June 2025 | On or before 31 August 2025 | On or before 31 December 2025 |
| July 2025 | On or before 30 September 2025 | |
| August 2025 | On or before 31 October 2025 | |
| September 2025 | On or before 30 November 2025 | |

- The "Reward" will be credit card free spending credit.

To borrow or not to borrow? Borrow only if you can repay!

Important Notice:

- Investment involves risks. The price of units may go down as well as up, as the investments of a fund are subject to market fluctuations and the risks inherent in investments. You should not make an investment decision based solely on this material.
- Before making any investment, you should refer to all relevant investment fund offering documents, including but not limited to the Explanatory Memorandum, for detailed information including the risk factors.
- The funds may not be available in all jurisdictions and/or may be subject to restrictions. If you are in doubt, you should seek independent professional advice.
- Linked deposits are structured products involving derivatives.
- Linked deposits are NOT equivalent to time deposits and are NOT protected deposits under the Deposit Protection Scheme in Hong Kong Special Administrative Region.
- Bonds/certificate of deposits are investment products. The investment decision is yours but you should not invest in bonds/certificate of deposits unless the intermediary who sell the products to you has explained to you that the products are suitable for you having regard to your financial situation, investment experience and investment objectives.
- Bonds/certificate of deposits are not deposits and are not protected by the Deposit Protection Scheme in Hong Kong Special Administrative Region.
- Bonds/certificate of deposits are subject to both the actual and perceived measures of creditworthiness of the issuer. There is no assurance of protection against a default by the issuer in respect of the repayment obligations. In the worst case scenario you might not be able to recover the principal and coupon if the issuer defaults on the bond/certificate of deposit.
- This material has not been reviewed by the Securities and Futures Commission in Hong Kong Special Administrative Region.
- The information provided in this promotional material is intended solely for informational purposes and does not constitute an offer, solicitation, invitation, or advice to subscribe to any securities or investment products.
- For distribution of investment and insurance products: In respect of an eligible dispute (as defined in the Terms of Reference for the Financial Dispute Resolution Centre in relation to the Financial Dispute Resolution Scheme) arising between BEA and the customer out of the selling process or processing of the related transaction, BEA is required to enter into a Financial Dispute Resolution Scheme process with the customer.

Important Notes for Household Protection Insurance:

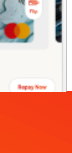
- Household Protection Insurance plan is underwritten by Blue Cross (Asia-Pacific) Insurance Limited (藍十字 (亞太) 保險有限公司) ("Blue Cross"), a subsidiary of AIA Group Limited. The above information does not contain the full terms and conditions of the policy and is for reference only. Please refer to the policy for the exact terms & conditions and the full list of policy exclusions.
- The Bank of East Asia, Limited ("BEA") is an appointed insurance agency of Blue Cross. This general insurance plan is a product of Blue Cross but not BEA. All benefits payable under this insurance plan is subject to the credit risk of Blue Cross.
- Blue Cross (Asia-Pacific) Insurance Limited is a subsidiary of AIA Group Limited. It is not affiliated with or related in any way to Blue Cross and Blue Shield Association or any of its affiliates or licensees.
- All insurance product information available in this document is not and shall not be construed as an offer to sell or a provision of insurance products to any person in any jurisdiction outside Hong Kong or a solicitation to such person to buy insurance products.

Our awards



Bloomberg Businessweek (Chinese Edition) Financial Institution Awards 2024
Asian Banking and Finance Retail Banking Awards 2024
The Asian Banker Awards 2024

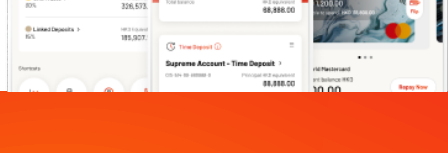
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