

*This announcement appears for information purposes only and does not constitute an invitation or offer to acquire, purchase or subscribe for the Warrants described below.*

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**Non-collateralised Structured Products  
Launch Announcement for Warrants  
to be issued by**



**The Bank of East Asia, Limited**

東亞銀行有限公司

*(incorporated with limited liability in Hong Kong)*

**Particulars of Warrants**

We intend to issue the following Warrants:

Warrants					
<b>Stock code</b>	15419	15421	15427	15429	15430
<b>Issue size</b>	40,000,000 Warrants	40,000,000 Warrants	40,000,000 Warrants	40,000,000 Warrants	50,000,000 Warrants
<b>Type</b>	European style cash settled call warrants	European style cash settled put warrants	European style cash settled call warrants	European style cash settled call warrants	European style cash settled call warrants
<b>Company</b>	BOC Hong Kong (Holdings) Limited	BOC Hong Kong (Holdings) Limited	HSBC Holdings plc	Aluminum Corporation of China Limited	Lenovo Group Limited
<b>Shares</b>	Existing issued ordinary shares of the Company	Existing issued ordinary shares of the Company	Existing issued ordinary shares of the Company	Existing issued ordinary H shares of the Company	Existing issued ordinary shares of the Company
<b>Board Lot</b>	5,000 Warrants	5,000 Warrants	4,000 Warrants	2,000 Warrants	20,000 Warrants
<b>Issue Price per Warrant</b>	HK\$0.25	HK\$0.25	HK\$0.25	HK\$0.25	HK\$0.25
<b>Exercise Price</b>	HK\$26.80	HK\$23.80	HK\$96.80	HK\$4.20	HK\$11.992
<b>Launch Date (for all series)</b>	22 August 2014				
<b>Issue Date (for all series)</b>	28 August 2014				
<b>Listing date (for all series)</b>	29 August 2014				
<b>Expiry Date<sup>1</sup></b>	30 December 2015	5 October 2015	29 July 2015	16 April 2015	22 June 2016
<b>Entitlement</b>	One Share	One Share	One Share	One Share	One Share
<b>Number of Warrant(s) per Entitlement</b>	10 Warrant(s)	10 Warrant(s)	10 Warrant(s)	1 Warrant(s)	10 Warrant(s)
<b>Implied Volatility*</b>	30.00%	28.50%	24.50%	44.50%	43.00%
<b>Effective Gearing*</b>	4.91x	3.81x	8.30x	4.93x	2.82x
<b>Gearing*</b>	10.42x	10.42x	33.20x	13.80x	4.73x
<b>Premium*</b>	12.48%	18.23%	19.64%	28.99%	22.61%

\* This data may fluctuate during the life of the Warrants and may not be comparable to similar information provided by other issuers of derivative warrants. Each issuer may use different pricing models.

<sup>1</sup> If such day is a Saturday, Sunday or public holiday in Hong Kong, the immediately succeeding day which is not a Saturday, Sunday or public holiday in Hong Kong.

## How much will you receive at expiry?

You are not required to deliver any exercise notice and the Warrants will be automatically exercised on the Expiry Date if the Cash Settlement Amount is greater than zero. You will receive a Cash Settlement Amount per Board Lot in Hong Kong dollars calculated as follows (if positive):

For a series of call Warrants:

$$\text{Cash Settlement Amount per Board Lot} = \frac{\text{Entitlement} \times (\text{Average Price} - \text{Exercise Price}) \times \text{one Board Lot}}{\text{Number of Warrants per Entitlement}}$$

For a series of put Warrants:

$$\text{Cash Settlement Amount per Board Lot} = \frac{\text{Entitlement} \times (\text{Exercise Price} - \text{Average Price}) \times \text{one Board Lot}}{\text{Number of Warrants per Entitlement}}$$

“**Average Price**” means the arithmetic mean of the closing prices of one Share (as derived from the daily quotation sheet of the Stock Exchange, subject to any adjustments to such closing prices as may be necessary to reflect any capitalisation, rights issue, distribution or the like) in respect of each of the five Business Days immediately preceding the Expiry Date.

## Listing of the Warrants

We will make an application to the Stock Exchange for listing of, and permission to deal in, the Warrants on the Stock Exchange.

## Where do you obtain quotes?

You may request to obtain a quote for your Warrants by calling the following telephone number:

<b>Warrants</b>	Stock code: 15419, 15421, 15427, 15429 and 15430
<i>Liquidity Provider:</i>	RHB OSK Securities Hong Kong Limited
<i>Address:</i>	12/F, World-Wide House, 19 Des Voeux Road Central, Hong Kong
<i>Broker ID Number:</i>	9605
<i>Telephone number:</i>	+852 2103-5689

## Where can you inspect the relevant documents?

The following documents (“**Listing Documents**”), each in English and Chinese versions, are available for inspection until the Expiry Date at 10 Des Voeux Road Central, Hong Kong:

- 1 our base listing document dated 11 April 2014; and
- 2 the supplemental listing document to be dated on or about 28 August 2014.

## IMPORTANT INFORMATION

### *Unsecured nature of the Warrants*

The Warrants constitute our general unsecured contractual obligations and of no other person. You are relying upon our creditworthiness and have no rights under the Warrants against any Company. If we become insolvent or default on our obligations under the Warrants, you may not be able to recover all or even part of the amount due under the Warrants (if any).

### *Issuer*

We are a licensed bank regulated by, among others, the Hong Kong Monetary Authority.

Our credit ratings are:

#### *Rating Agency*

Moody's Investors Service Inc., New York

Standard & Poor's Ratings Services, a division  
of The McGraw-Hill Companies, Inc.

#### *Rating as of Launch Date*

A2 (negative outlook)

A (stable outlook)

### *Investment risk*

The price of the Warrants may fall in value as rapidly as it may rise and you may sustain a total loss of your investment. If the Cash Settlement Amount is less than or equal to zero, the Warrants will expire worthless on the Expiry Date.

We or the Liquidity Provider may be the only market participant for the Warrants. The secondary market for the Warrants may be limited.

You must:

- carefully study the risk factors set out in the relevant Listing Documents;
- fully understand the potential risks and rewards and independently determine whether the Warrants are appropriate for you given your objectives, experience, financial and operational resources, and other relevant circumstances; and
- consult with such advisers as you deem necessary to assist yourself in making these determinations.

Hong Kong, 22 August 2014