

FOR IMMEDIATE RELEASE



BOCI-Prudential Continues to Pioneer in Cross-border ETF

* * *

*Thai Investors Gain Access to China's Bourses for the First Time
via a Hong Kong-Thailand Cross-Border ETF*

(Hong Kong – 22 Nov 2010) **BOCI-Prudential Asset Management Limited** ("BOCI-Prudential" or the "Company"), a leading asset management firm in Hong Kong, is pleased to announce that it has cooperated with Krung Thai Asset Management PCL ("KTAM") in launching an exchange-traded fund ("ETF"), namely, **"W.I.S.E. KTAM CSI 300 China Tracker"** ("W.I.S.E. KTAM CSI 300" or the "Fund", stock code: CHINA), that is listed on the Stock Exchange of Thailand ("SET").

W.I.S.E. KTAM CSI 300 is a feeder fund mainly investing in **"W.I.S.E. - CSI 300 China Tracker"**® ("W.I.S.E. CSI 300"; stock code: 02827.HK).

The Fund is the first feeder ETF in Thailand approved by the Securities and Exchange Commission of Thailand ("Thailand SEC") that invests in an overseas ETF, W.I.S.E. CSI 300, being a sub-fund of BOCI-Prudential's W.I.S.E. ETF series.

KTAM launched the country's first ETF to track China's A-shares market. W.I.S.E. KTAM CSI 300 has been listed on the SET today.

W.I.S.E. KTAM CSI 300, or "CHINA Fund" as it is generally referred to by Thai investors, will invest, on average, at least 80% of its net asset value in W.I.S.E. CSI 300. W.I.S.E. CSI 300 seeks to track the broad-based CSI 300 Index compiled by **China Securities Index Company Limited** in Mainland China. The CSI 300 Index measures the financial performance of companies across all major industries in

Mainland China and is a common benchmark used by major investors at home and abroad.

Mr. MAK Tat Cheung, CEO of BOCI-Prudential, said “The cross-border ETF launched and listed on the Stock Exchange of Thailand, along with the cross-border ETF listed in Taiwan last year, has not only reaffirmed our role as a regional ETF pioneer, but also proven our promptness in responding to the market’s need. We will continue to bring innovative products to the market and look for partnership opportunity in the region.”

Dr. TANG Hing Sing, Managing Director and Head of Quantitative Strategy Business Unit of BOCI-Prudential, added “We are delighted to have W.I.S.E. CSI 300 being the first China ETF approved for investment by the feeder fund listed on the Stock Exchange of Thailand. We believe the unprecedented event will facilitate the ETF development of the already burgeoning Thailand market and this landmark development will meet the investment and diversification needs of Thailand investors.”

“The listing of China A-shares ETF, W.I.S.E. KTAM CSI 300, on the Stock Exchange of Thailand is a major step that will provide opportunity to invest in the fund that tracks China’s largest 300 companies”, said Mr. Somchai Boonnamsiri, KTAM’s Chief Executive Officer. “We are pleased to be part of this milestone listing in the Stock Exchange of Thailand. This allows the ETF issuer to introduce their financial products to investors in another country while local investors gain access to the foreign ETF with proven track record. It is the first step to expand the availability of ETFs in Thai market and investors should benefit from the diversified product market” Mr. Somchai added.

####

About China Securities Index Company Limited

As a joint venture between Shanghai Stock Exchange and Shenzhen Stock Exchange, China Securities Index Company Limited was founded on 25 August 2005. CSI specializes in the creation and management of securities indices and index-related derivatives service.

CSI Company is devoted to serving the capital market and promoting financial innovation, relying on the information and technical advantages of the two exchanges.

CSI Company aims to integrate the information and technical resources of Shanghai and Shenzhen stock markets, so as to realize market operation and expect to become the largest, the most comprehensive and the most representative professional indices provider of the PRC in the coming 3 to 5 years, and seeks for the opportunities to expand its business to overseas markets.

For details, please visit its official website at www.csindex.com.cn.

About BOCI-Prudential Asset Management Limited

Founded in Hong Kong, BOCI-Prudential Asset Management Limited is a professional investment firm, which leverages on the financial expertise of both BOC International Holdings Limited and Prudential Corporation Holdings Limited. It provides institutional and private clients with a broad spectrum of asset management services, including Mandatory Provident Fund, pension funds, institutional mandates, advisory funds, exchange traded funds and investment funds.

Since December 2001, BOCI-Prudential has launched a variety of funds, which have been greatly applauded by investors. BOCI-Prudential strives to offer a wide spectrum of investment products to cater to different needs of clients and to deliver excellence in asset management services.

For details, please visit its official website at www.boci-pru.com.hk.

About Krung Thai Asset Management PCL

Established on October 7, 1996, Krung Thai Asset Management Public Company (KTAM) operates as one and only state enterprise asset manager. KTAM is Thailand's third largest asset management firm by assets under management. With Krung Thai Bank Public Company holding 99.99% of its shares, the company provides fund and asset management services for the general public, major institutions, corporate and state enterprises. The company has won many awards including Lipper Fund Awards

2009: Best Fund over Three Years, Best Group over Three Years, Best Fund over Five Years in Bond Thai Baht group, Lipper Fund Awards 2010: Best Fund over Three Years in Mixed Asset THB Flexible group, and Asian Investor 2010 Investment Performance Awards: Best Onshore Fund House – Thailand.

For details, please visit its official website at www.ktam.co.th.

Media enquiry:

BOCI-Prudential Asset Management Limited

Jazz Ho

Tel: (852) 2280 8971

Email: jazz.ho@boci-pru.com.hk

W.I.S.E. - CSI 300 China Tracker®

KEY FEATURES AND RISKS

- The W.I.S.E. – CSI 300 China Tracker® (the “Fund”) is an index-tracking fund which seeks to track the performance of the CSI 300 Index, which is an index consisting of 300 constituent A-shares.
- Investment in the Fund is not the same as an investment in the underlying A-shares of the CSI 300 Index. The Fund will not invest directly in A-shares and all non-cash assets shall be invested in A-shares access products (“AXPs”), each of which is a derivative instrument linked to an A-shares or a basket of A-shares.
- The Fund is subject to counterparty risk associated with each AXP issuer and may suffer losses potentially equal to the full value of the AXPs issued by an AXP issuer if such AXP issuer fails to perform its obligations under the AXP. The Fund is therefore exposed to the credit risk of the AXP issuer(s). Any loss would result in a reduction in the net asset value of the Fund and impair the ability of the Fund to achieve its investment objective to track the relevant index. In the event of any default by an AXP issuer, dealing of the Units in the Fund may be suspended and the Fund may ultimately be terminated.
- The Manager will seek to obtain collateral or credit support such that the exposure of the Fund to each AXP issuer shall not exceed 15% of the net asset value of the Fund with the value of the collateral marked to market by the end of each trading day. However, this is subject to the risk of the collateral provider not fulfilling its obligations. There is a further risk that in the event that the Trustee may need to exercise its right against the collateral, the market value of the collateral could be substantially less than the amount secured.
- There is a risk the PRC tax authorities may seek to collect tax on capital gains without giving any prior warning, and possibly, on a retrospective basis. The Fund is the ultimate party which will bear any potential capital gain tax liability in respect of AXPs held by the Fund (which if levied, shall be deducted from the value of the AXPs and this will have an impact on the net asset value of the Fund). A provision of 10% of capital gain in respect of AXP is made for the potential tax liability by an AXP issuer or the Fund. In case there is any retrospective enforcement on capital gain tax and the applicable tax rate is more than the 10% capital gain tax provision made, the Fund may bear additional tax liabilities and investors may suffer severe losses.
- Investment in emerging markets involves special risks and considerations, such as, potential price and market volatility and illiquidity. These factors may have an adverse impact on the performance of the Fund.
- The units in the Fund may trade at a discount or premium to the net asset value of the units.

IMPORTANT NOTES

Investment involves risks. The Fund is subject to market fluctuations and exchange rate fluctuations and to the risks inherent in all investments. Investment in emerging markets involves special risks and considerations. Past performance is not indicative of future performance. Price of Units and the income generated from them (if any) may go down as well as up. Investors should, before investing in the Fund, carefully read the Prospectus of the Fund for further details of all risks involved in investing in the Fund, including the arrangement in the event that the Fund is delisted. Investors should also note that the Fund is different from a typical retail investment fund offered to the public in Hong Kong, in particular:

- a. A Participating Dealer may only create or redeem Units in Application Unit Size* (as defined in the Prospectus) directly with the Fund;
- b. There is risk related to divergence between the market price of the Units and the Net Asset Value of the Fund. The market price of the Units traded on the SEHK is determined not only by the Net Asset Value of the Fund but also by other factors such as the supply of and demand for the Units in the SEHK;
- c. There is risk of limited duration of the Fund due to the limited duration of the AXPs. There is also QFII risk in relation to obtaining sufficient investment quota for the Fund and the maintenance of QFII status of the relevant QFII;
- d. The Fund may also suffer a greater tracking error and there is additional counterparty risk because the Fund will not invest in the underlying A-shares of the CSI 300 directly but will invest indirectly in A-shares through the A-shares access product. There is also risk associated with A-shares. The prices of the A-shares access product held by the Fund and the Net Asset Value of the Fund may be adversely affected if the markets for the A-shares are illiquid;
- e. The Fund is subject to certain deductions in order to make provision for certain PRC capital gains tax and/or distribution charge on A-shares. For details, please refer to the fund prospectus.

*Minimum 800,000 Units (or multiples thereof). Investors may buy or sell Units of the Fund through an intermediary such as a Stockbroker on the SEHK. The Trading Board Lot Size is 200 Units.

This document is issued by BOCI-Prudential Asset Management Limited. The information herein is based on sources believed to be reliable and the opinions contained herein are for reference only. No guarantee, representation, warranty or undertaking, express or implied is made as to the fairness, accuracy, completeness or correctness of any information, projections or opinions contained in this document or the basis upon which any such projections or opinions have been based and no responsibility or liability is accepted in relation to the use of or reliance on any information, projections or opinions whatsoever contained in this document. All such information, projections and opinions are subject to change without notice. It is exempted from pre-vetting and authorization by the SFC and has not been reviewed by the SFC.