

**For Immediate Release**

**BEA Wins The Asian Banker's  
Excellence in Internet Banking Award**

**Hong Kong, 30<sup>th</sup> May, 2005** – The Bank of East Asia (“BEA”) has won The Asian Banker's Excellence in Internet Banking Award 2004 for its electronic banking platform, Cyberbanking. The award is part of The Asian Banker's Excellence in Retail Financial Services Awards 2004.

The Asian Banker invited all award winners to take part in the Asia Pacific Heads of Retail Banking Annual Meeting 2005, held on 27<sup>th</sup> May in Beijing. Mr. Vincent Hui, Head of BEA's e-Distribution Department, joined the meeting on behalf of the Bank and made a presentation entitled “A New Mode of Banking Services for the 21<sup>st</sup> Century”, sharing with participants BEA's experience in the development of Internet banking services. An award presentation ceremony was held following the meeting. The awards aim to recognise the innovative efforts and outstanding achievements made by regional retail banks in the provision of banking and financial services.

Cyberbanking underwent an extensive evaluation process to win the highly coveted award. Selection criteria included annual performance of the retail bank, sustainability, transparency of strategy, sales capability, risk management, efficiency of processes and technology, penetration and efficiency of distribution channels, and the value of the franchise. Over 70 banks from 14 countries across the Asian region were evaluated in the Excellence in Retail Financial Services Awards programme.

Cyberbanking has consistently received recognition for its performance and the value it provides to BEA's customers. Past awards received from The Asian Banker include the Product/Service Excellence in Retail Financial Services Award for CyberWealth Internet wealth management service (2003), Retail Product Excellence Award for MyCyberWorld (2002), and Best Retail Bank in Hong Kong as part of the Retail Financial Services Awards (2001).

A pioneer of online banking in Hong Kong, BEA introduced Cyberbanking to the market in 1999. With one single Cyberbanking account number, customers can access up to twelve related accounts to enjoy a wide range of banking and investment services. These services include account enquiries, fund transfers, bill payments, time deposits, stock trading, and much more. Services can be accessed through numerous electronic channels, namely the Internet, telephone, mobile phone, PDA, ATM, kiosk, and PowerPhone™ public payphone system.

In August 2004, BEA launched its next generation of Cyberbanking mobile phone and PDA banking services. With the launch, BEA became the first bank in Hong Kong to provide totally telecom-independent mobile phone and PDA banking services that run on both 2G and 3G networks. Keenly aware of the importance of providing a secure online environment to its customers, BEA has also implemented advanced security measures,

including two-factor authentication to protect customers' personal and financial information.

For more details, please visit BEA's homepage at [www.hkbea.com](http://www.hkbea.com) or the Cyberbanking website at [www.hkbea-cyberbanking.com](http://www.hkbea-cyberbanking.com).

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