

**For Immediate Release**

## **Cyberbanking Wins Wireless Technology Excellence Award**

**Hong Kong, 26<sup>th</sup> October, 2005** – The Bank of East Asia (“BEA”) has received recognition from the technology industry for its contributions in the field of application development by winning a major award in the First Hong Kong Wireless Technology Excellence Awards competition, organised by the Hong Kong Wireless Technology Industry Association and Hong Kong Productivity Council. BEA was selected by a grand panel of judges as the winner of the Award of Merit in the Enterprise Solution Category 2005 for the Bank’s mobile phone and PDA services provided to customers under electronic banking platform, Cyberbanking, which now maintains over 300,000 accounts.

The awards aim to promote Hong Kong as a developer and provider of quality mobile and wireless applications, and to recognise the best local mobile and wireless application developments. Mr. Vincent Hui, Head of BEA’s e-Distribution Department, attended the award presentation ceremony held as part of The 5<sup>th</sup> Anniversary WTIA Gala Dinner on 14<sup>th</sup> October, 2005 and received the award on behalf of BEA.

Cyberbanking – Mobile Phone & PDA is BEA’s next generation of wireless banking service. With the launch of the services in August 2004, BEA became the first bank in Hong Kong to provide totally telecom-independent mobile phone and PDA banking services. Cyberbanking’s greater accessibility across a wide range of networks has appealed to many online banking customers, who value the freedom to enjoy BEA’s banking services offered through personal handsets anytime, anywhere.

In addition to enabling 2G and 3G customers of the major mobile network operators to access Cyberbanking via their hand held devices, BEA has also eliminated the need for customers to replace existing SIM cards or pre-install software on mobile phones and PDAs in order to access Cyberbanking’s services. The award reflects the industry’s recognition of BEA’s innovative achievements in enhancing service accessibility and ease of operation for mobile banking users.

As part of its ongoing drive to create greater value through innovation for its customers, BEA will introduce telecom-independent securities trading via mobile

phone in the near future. This enhanced service will allow more customers to use the Bank's Cybertrading service to trade stocks with added convenience.

### **About Cyberbanking**

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 12 related accounts to perform a wide range of banking and investment services. These services include account enquiries, fund transfers, and stock trading. Services can be accessed through a wide selection of electronic channels including the Internet, telephone, mobile phone, PDA, and ATM network.

BEA has received substantial recognition for its innovative e-banking platform. Recent awards include The Asian Banker's Excellence in Internet Banking Award 2004, and Excellence in Retail Financial Services Award 2003 in the Product / Service Excellence in Retail Financial Services category for its *CyberWealth* service.

To learn more about Cyberbanking, please visit [www.hkbea-cyberbanking.com](http://www.hkbea-cyberbanking.com).

For more information on BEA, please visit any branch or the Bank's homepage at [www.hkbea.com](http://www.hkbea.com).

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