

For Immediate Release

BEA Wins Hong Kong Top Service Brand Award

Hong Kong, 24th January, 2006 – The Bank of East Asia (“BEA”) is a winner of the 2005 Hong Kong Top Service Brand Awards (the “Awards”), which the Bank received in recognition of its outstanding brand image. Jointly organised by Hong Kong Brand Development Council and the Chinese Manufacturers’ Association of Hong Kong, the Awards aim to give recognition to outstanding brand names established by Hong Kong companies.

The purpose of the Awards is to encourage local companies in their pursuit of excellence, to promote Hong Kong services, and to enhance the profile of Hong Kong’s industries, both locally and internationally. Award candidates were assessed in a number of categories including reputation (in Hong Kong, China, and overseas); distinctiveness, innovation, and quality of services; image; and environmental performance.

The Hon. Henry Tang, GBS, JP, Financial Secretary of the HKSAR Government, officiated at the presentation ceremony held today at the Hong Kong Convention and Exhibition Centre. Mr. Adrian M.K. Li, BEA’s General Manager and Head of Corporate Banking Division, received the award on behalf of the Bank.

According to Mr. Adrian M.K. Li: “I am indeed honoured to receive this recognition on behalf of the Bank. At BEA, we understand that every customer experience contributes to the development of our brand image. That’s why we have focused on developing our brand image through the highly professional delivery of superior-quality products and services. I’m pleased to find that our efforts have been recognised by such a prestigious award organisation. This award certainly encourages us to step up our efforts even further.”

Established in 1918, BEA has grown to become Hong Kong’s largest independent local bank, and a familiar brand throughout Hong Kong. BEA has always stood by its customers, striving to know their particular needs, and assisting them to achieve their financial goals.

BEA has an extensive local presence including over 110 branches and SupremeGold Centres in Hong Kong through which the Bank provides comprehensive retail and wholesale banking services to its customers. In addition, BEA has 26 outlets in Greater China, making it the operator of one of the largest networks among foreign banks in China.

BEA has received substantial recognition over the years for its products and services, and the value that the Bank provides to its customers. Awards in recent years include the Award of Merit in the Enterprise Solution Category – Hong Kong Wireless Technology Excellence Awards (2005), The Asian Banker’s Excellence in Internet Banking Award (2004), and the Excellence in Retail Financial Services Award in the Product / Service Excellence in Retail Financial Services category (2003).

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Caption:

On behalf of BEA, Mr. Adrian Li received the “Hong Kong Top Service Brand Award” from Financial Secretary the Hon. Henry Tang, GBS, JP.

圖片說明：

李民橋先生代表東亞銀行，接受由財政司司長唐英年 GBS 太平紳士頒發「香港服務名牌」之獎項。