

**For Immediate Release****BEA Introduces Secure Voice Recording Solution Powered by PCCW**

**Hong Kong, 30<sup>th</sup> March, 2009** – The Bank of East Asia (“BEA”) and PCCW have today announced the introduction of an advanced Secure Voice Recording Solution (“SVRS”) for application at the Bank’s branch network in Hong Kong. This solution enables BEA to meet the new requirements set out by the Hong Kong Monetary Authority (“HKMA”) for audio recording the conversations conducted during the risk assessment and sales process of investment products.

Supported by PCCW’s powerful SVRS, BEA has become the first bank in Hong Kong to have the most comprehensive and secure audio recording system in place. The SVRS captures all customer conversations conducted during face-to-face meetings, and via fixed-lines or mobile phones. All call recordings are protected by encryption of top class standard, which can only be retrieved with an authorised key. Stored in a centralised database, all call records can be easily retrieved via a single web portal. This system ensures that the privacy of the recorded conversations between the customers and the frontline staff is well protected. In addition, there are strict control and proper procedures for authorised bank staff to access the call records.

At a press briefing held today, Mr. Tong Hon-shing, BEA’s General Manager & Head of Personal Banking Division, said, “In response to the HKMA’s recommendation, BEA has swiftly identified a powerful solution offered by PCCW, our long-time partner in the information and telecommunications technology. This advanced system enables us to meet the regulatory requirement in respect of audio recording the conversations conducted during the process of risk assessment and sales of investment products, while offering a highly secured platform to protect the privacy of our customers’ data.”

Mr. Larry Wong, Director of Marketing and Products, Commercial Group, PCCW, said, “We are proud to be selected by The Bank of East Asia for the implementation of the Secure Voice Recording Solution. The solution features the most stringent privacy and data protection measures available on the market today and we are the first to adopt the Fixed-to-Mobile Integration technology in voice recording solution. We believe that more banks and insurance companies will follow suit to deploy the solution to enhance their customer experience.”



The SVRS will be implemented at all BEA branches and SupremeGold Centres starting 4<sup>th</sup> May, 2009, well ahead of the mandatory deadline set by the HKMA. With the professional support by PCCW, BEA is able to take the lead in launching the service for better protection of customers in regard to the sales of investment products, and to ensure seamless and efficient operation in compliance with the regulatory requirements.

During the risk assessment and actual sales process, customers will be alerted that their conversations with branch representatives will be recorded. To enhance transparency to customers, regular prompts and end-call acknowledgement can be enabled to make customers aware of the recording process.

### **About The Bank of East Asia**

Incorporated in Hong Kong in 1918, BEA is dedicated to providing comprehensive retail and commercial banking services to its customers in Hong Kong, Greater China, and overseas. BEA is the largest independent local bank in Hong Kong, with total consolidated assets of HK\$415.3 billion (US\$53.58 billion) as of 31<sup>st</sup> December, 2008. The Bank is listed on the Stock Exchange of Hong Kong and is one of the constituent stocks of the Hang Seng Index.

With more than 240 outlets worldwide, BEA operates an extensive international network covering Hong Kong and Greater China, the United States, Canada, the United Kingdom, the British Virgin Islands, and Southeast Asia. For more information on BEA, please visit any BEA branch or the Bank's homepage at [www.hkbea.com](http://www.hkbea.com).

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***BEA – Serving customers through one of Hong Kong's largest banking networks, with over 130 branches and SupremeGold Centres around town***