

**For Immediate Release**

**BEA Wins *East Week Magazine's*  
“Banking: Hong Kong-China Best Connected Service” Award**

**Hong Kong, 24<sup>th</sup> March, 2010** – The Bank of East Asia (“BEA”) today announces that it has won *East Week Magazine's* “Banking: Hong Kong-China Best Connected Service” Award as part of the “Hong Kong Services Awards 2010”. This honour was bestowed upon BEA in recognition of its exceptional services provided to customers in Hong Kong and Mainland China.

Accepting the award on behalf of the Bank, Mr. Adrian Li, Deputy Chief Executive, said, “In view of the growing ties between Hong Kong and Mainland China, we have focussed on ensuring that we meet the increasingly sophisticated needs of our personal and corporate customers by providing them with seamless support in both markets. We thank *East Week Magazine* for recognising our efforts, and we would also like to express our gratitude to our customers in Hong Kong and Mainland China for their support over the years. This award not only reflects our outstanding achievements, but also proves that we continuously provide value-added services to our customers throughout Greater China.”

BEA offers comprehensive banking and financial services to customers through an extensive network that includes 140 BEA branches and SupremeGold Centres in Hong Kong, and nearly 80 outlets covering major cities throughout the mainland. In recent years, the Bank has launched a number of services for customers who regularly travel between Hong Kong and China for business or for leisure trips. In Hong Kong, BEA offers a variety of personal RMB services including China UnionPay (“CUP”) debit cards and credit cards. To facilitate fund transfers to the mainland, BEA also enables customers to conveniently transfer funds online from BEA accounts in Hong Kong to accounts maintained at The Bank of East Asia (China) Limited (“BEA China”) on the mainland. In June 2009, BEA China became the first mainland-incorporated foreign bank to launch Renminbi bonds for retail customers in Hong Kong.

On the mainland, BEA China provides a wide range of RMB and foreign currency services to all customers and issues RMB debit cards and credit cards. To facilitate customers to settle cross-boundary RMB trades, BEA China also acts as both a domestic settlement bank and domestic agent bank.

Customers who travel frequently between Hong Kong and the mainland can also enjoy the advantages of the new BEA CUP Dual Currency PLATINUM Credit Card, which comes equipped with two settlement currencies (HKD and RMB) for greater flexibility and convenience.

Mr. Li concluded that BEA will continue to roll out innovative, value-added services that will enhance banking connectivity between Hong Kong and Mainland China for the benefit of customers in both markets.

### **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 and other major markets around the world. BEA is the largest independent local bank in Hong Kong, with total consolidated assets of HK\$434.1 billion (US\$56.0 billion) as of 31<sup>st</sup> December, 2009. 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 the rest of Greater China, North America, 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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For press enquiries, please contact:

Ms. Vera Lung  
Head of Marketing Department  
Personal Banking Division  
The Bank of East Asia  
Tel.: (852) 3608 2699  
Email: lungvsy@hkbea.com

***BEA – Serving customers through one of Hong Kong's largest banking networks, with 140 branches and SupremeGold Centres around town.***





Mr. Adrian Li, BEA's Deputy Chief Executive accepts *East Week Magazine's* "Banking: Hong Kong-China Best Connected Service" Award.