

**For Immediate Release**

**BEA *MyCyberWorld* Wins  
Asian Banker Retail Product Excellence Award**

**Hong Kong, 26 February 2003** – The Bank of East Asia, Limited (“BEA”) has received the “Asian Banker Retail Product Excellence Award” in “The Asian Banker Excellence in Retail Financial Services Awards 2002” for its innovative *MyCyberWorld* Internet banking product.

Representing BEA at the award presentation ceremony today, which was held following the Asian Banker Industry Outlook Briefing 2003, BEA’s General Manager and Head of Corporate Banking Mr Adrian Li said: “Customer satisfaction is the driving force behind our pursuit of product excellence. When we designed *MyCyberWorld*, our target was to provide customers with a flexible and comprehensive solution for integrated banking services. The Bank will continue to explore new opportunities as technology advances, continuing to introduce innovative services that bring the most benefit to our customers.”

The Asian Banker was impressed by BEA’s efforts in enhancing the coverage and function of its Internet banking service. Innovation, enhancement of customer loyalty, wide accessibility, functionality and the breakthrough tie-up between a bank and Internet media company are the main factors behind BEA’s selection for the award.

Riding on the platform of Cyberbanking, *MyCyberWorld* offers a complete solution for integrated banking services and products. With *MyCyberWorld*, customers enjoy a personalised online banking experience and have absolute control over their finances.

Of the many useful features of *MyCyberWorld*, *MyPortfolio* is a distinctive online personal banking centre that provides customers with a comprehensive at-a-glance profile of their accounts, assets and liabilities.

Through *MyCyberWorld*, customers can enjoy an extensive range of personalised banking services, including stock trading, credit card management, instant approval of mortgage loans, consumer loans and insurance. All banking services are consolidated under one roof for maximum customer convenience.

Recently, BEA has further widened the service scope of Cyberbanking, offering Market Express, Scheduled Instruction for Funds Transfer and Bill Payment, and Online Insurance Services. In addition, Cyberbanking is now available to all BEA credit card holders.

With a single Cyberbanking account number, customers can access up to 12 related accounts to perform a wide range of banking services, including account enquiry, funds transfer and many more. A Cyberbanking account may be accessed through a wide selection of electronic channels, including the Internet, Personal Digital Assistant (PDA), Phone, Mobile Phone, Kiosk, PowerPhone™ (a public payphone system) and Internet-on-TV.

For details, please visit Cyberbanking website: [www.hkbea-cyberbanking.com](http://www.hkbea-cyberbanking.com).

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