

For Immediate Release

BEA's Maritime Square Branch Wins MTRC Quality Service Scheme Awards

Hong Kong, 17th March, 2014 – The Bank of East Asia (“BEA”) today announces that its Maritime Square Branch in Tsing Yi has received the Mid-Year Encouragement Award in the Total Assurance Regime – Quality Service Scheme 2013 (the “Scheme”) organised by the MTR Corporation Limited (“MTRC”). In addition, the Branch was named one of the top performers in the Scheme’s General Retail – Bank and Services category.

The Scheme is designed to recognise the service quality of tenants of seven shopping malls managed by the MTRC in Hong Kong. BEA’s Maritime Square Branch was chosen for the professionalism and customer focus of its branch staff

Ms. Monie Yuen, Regional Manager (New Territories West) of BEA’s Branch Distribution & Services Department, together with Mr. Louis Chung, Branch Manager of the Maritime Square Branch received the awards on behalf of BEA at an award ceremony held on 14th March 2014. Commenting on the awards, Mr. Vincent Hui, BEA’s General Manager & Head of Personal Banking Division said, “In view of the wide range of retail banking services available today, we at BEA have chosen to focus on developing long-term customer relationships, and anticipating our customers’ needs and preferences. We are delighted to receive such prestigious recognition from the MTRC for our dedication to our customer service.”

This is the second time in recent years that the Maritime Square Branch’s service quality has been recognised by the MTRC. In 2011, the Branch received the Annual Quality Service Award of the MTRC’s Total Quality Service Regime for 2010.

BEA operates one of the largest networks of any bank in Hong Kong, including 89 branches, 62 SupremeGold Centres, 9 i-Financial Centres, and more than 250 ATMs throughout the city.

About The Bank of East Asia

Incorporated in 1918, The Bank of East Asia (“BEA”) is Hong Kong’s largest independent local bank, with total consolidated assets of HK\$754.0 billion (US\$97.2 billion) as of 31st December, 2013. The Bank is listed on The Stock Exchange of Hong Kong, and is one of the constituent stocks of the Hang Seng Index.

BEA offers customers a comprehensive range of commercial banking, personal banking, wealth management, and investment services through an extensive network of more than 240 outlets covering Hong Kong and the rest of Greater China, Southeast Asia, the United Kingdom, and United States. For more information, please visit any BEA branch or the Bank's homepage at www.hkbea.com.

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BEA – Operator of one of the largest banking networks in Hong Kong





Ms. Monie Yuen, Regional Manager (New Territories West) of BEA's Branch Distribution & Services Department and Mr. Louis Chung, Maritime Square Branch Manager, accepted the MTRC Quality Service Scheme Awards on behalf of BEA.