

For Immediate Release

BEA Awarded for Its Family-Friendly Employment Policies and Practices

Hong Kong, 7th August, 2014 – The Bank of East Asia, Limited (“BEA”) has been awarded the “Distinguished Family-Friendly Employers Award” and the “Award for Innovation” by the Family Council at the 2013/14 Family-Friendly Employers Award Scheme Prize Presentation Ceremony in recognition of its family-friendly employment policies and practices.

“We at BEA are delighted to receive this recognition from the Family Council,” said Ms. Mimi Kam, General Manager and Head of Human Resources & Corporate Communications Division. “We regard our employees as our most important asset, and we have established comprehensive human resources policies and practices to address the diverse needs of our employees.”

To help its staff achieve a healthy work-life balance and to promote family harmony, BEA provides a wide range of benefits to its employees. These include paid paternity leave, volunteer leave, and birthday leave.

In addition to extensive medical insurance coverage, BEA offers wellness and counseling services to employees’ and their immediate family members through its Employee Assistance Programme. In addition, BEA has recently introduced a university scholarship programme for children of the staff members of the Bank and its wholly-owned subsidiaries, to recognise outstanding academic achievement and to alleviate the burden of educational expenses.

BEA’s Staff Sports & Recreation Club organises sports and recreational activities for the Bank’s employees and their family members to enhance staff wellness and strengthen family bonds. In 2012, the cross-divisional BEA Volunteer Team was established to manage the Bank’s staff volunteering programme, which has included the distribution of moon cakes, children’s books, and New Year’s candies to needy groups in the community, and Christmas parties for the disabled.

Organised by the Family Council, the Family-Friendly Employers Award Scheme recognises companies and organisations that demonstrate a family-friendly spirit. The Award Scheme is also designed to promote family values and family-friendly employment policies.

About The Bank of East Asia, Limited

Incorporated in 1918, BEA is Hong Kong's largest independent local bank, with total consolidated assets of HK\$805.3 billion (US\$103.9 billion) as of 30th June, 2014. The Bank is listed on The Stock Exchange of Hong Kong, and is a constituent stock 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 the 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

