

For Immediate Release

BEA “High Five” Club Provides After-school Care & Support to Children in Need

Hong Kong, 5th November, 2014 – The Bank of East Asia, Limited (“BEA”) announces the opening of the BEA “High Five” Club (the “Club”) in co-operation with St. James’ Settlement at the Kowloon Kindness Centre in Tai Kok Tsui. The Bank of East Asia Charitable Foundation Limited (“BEA Foundation”) will serve as the Club’s title sponsor for the next two years. The Club is an after-school learning and support programme designed for children from disadvantaged families. The Club has also received matching funds from the Partnership Fund for the Disadvantaged of the Social Welfare Department (the “Partnership Fund”).

The BEA “High Five” Club will provide after-school care, educational activities, homework assistance, and hot meals to 30 children aged six to twelve living in Sham Shui Po and Tai Kok Tsui districts whose parents are unable to care for them after school due to work or other reasons. To extend assistance to an even greater number of children, the Club will also offer arts and sports classes, English tutorials, and personal and social development lessons to other needy children who attend the Centre.

Speaking at the event, Mrs. Cynthia Luk Ho Kam-wan, Chief Executive Officer of St. James’ Settlement said, “We are extremely grateful to the BEA Foundation and the Partnership Fund for their generous support. We believe that this tripartite support from the government, business, and non-profit sectors will greatly benefit the children by giving them an opportunity to broaden their horizons, gain greater self-confidence, and realise the potential. We hope that this programme will inspire other organisations to join hands to help other disadvantaged families in our community.”

Ms. Mimi Kam, General Manager and Head of Human Resources & Corporate Communications Division at BEA and Director of the BEA Foundation, said, “We are delighted to have the opportunity to co-operate with St. James’ Settlement in the establishment of the BEA “High Five” Club at the Kowloon Kindness Centre. We hope that through the Club, we can nurture these schoolchildren both physically and intellectually. We predict that about 300 schoolchildren will benefit from the Club in the coming two years.” The name of the BEA “High Five” Club derives from the five pillars of the programme, namely ethics, intellect, physique, social skills, and aesthetics.

Throughout its history spanning nearly 100 years, BEA has supported a wide range of charitable programmes and events in the communities it serves. In 2009, the Bank established the BEA Foundation in support of education and to help alleviate the burdens of underprivileged members of society. For more information on BEA’s CSR

efforts, please visit the Bank's homepage at www.hkbea.com (About BEA / Corporate Social Responsibility).

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.

About St. James' Settlement

St. James' Settlement was founded in 1949 by Sheng Kung Hui based on Christianity. It is a multi-social service agency which provides high quality comprehensive services to meet the diverse needs of our society, to enable the individuals to help themselves and to help others, and to build an integrated and harmonious community. The 13-storey headquarters of St. James' Settlement is situated on 85 Stone Nullah Lane in Wanchai. Currently, there are altogether 57 service points throughout Hong Kong. The core services include continuing support services for the elderly, rehabilitation services, family and counseling services, community development services, integrated youth services, as well as charity projects for deprived groups etc., serving over 10,000 persons every day. As a non-profit making social service organisation, St. James' Settlement upholds the principle of serving the poor and the weak.

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



Mrs. Cynthia Luk Ho Kam-wan, Chief Executive Officer of St. James' Settlement (first from left) and representatives of benefited children presented a hand-made souvenir to Ms. Mimi Kam, Director of the BEA Foundation (first from right) at the kickoff ceremony of BEA "High Five" Club held on 2nd November, 2014 to express their appreciation.