

For Immediate Release

**BEA Receives Gold Awards
in the Web Accessibility Recognition Scheme 2015**

Hong Kong, 21st April, 2015 – The Bank of East Asia, Limited (“BEA”) has received the Gold Award in both the website and mobile app categories of the Web Accessibility Recognition Scheme co-organised by The Office of the Government Chief Information Officer (“OGCIO”) and the Equal Opportunities Commission (“EOC”). This is the third consecutive year that BEA’s website has been recognised for its accessibility to people from different segments of society including the visually impaired. In addition, this is the first year that the Bank’s iPhone App has been recognised, and the first year that BEA has won the Gold Award in either category.

“It’s such a great honour to receive this Gold Award recognition from the OGCIO and EOC for our website and iPhone App,” said Mr. Eric Wong, Group Chief Information Officer, General Manager & Head of Technology and Productivity Division at BEA, who received the award on behalf of the Bank at an awards presentation ceremony held on 13th April, 2015. “We at BEA are always working to improve the usability and compatibility of our customer interfaces. We will continue to make services and information more accessible and user friendly, particularly for those with special needs.” he added.

Recently, BEA has enhanced the colour contrast between text and the background of its webpages for the visually impaired and the dyslexic. In addition, the Bank has improved the design of its mobile app to make it compatible with assistive technologies such as “VoiceOver”, so visually impaired people can navigate through content with ease, guided by simple and clear instructions.

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\$795.9 billion (US\$102.6 billion) as of 31st December, 2014. Listed on The Stock Exchange of Hong Kong, the Bank 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 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



Mr. Eric Wong of BEA (left) accepts the Web Accessibility Recognition Scheme's Gold Award (Website Stream) on behalf of the Bank from Mr. Nelson Yip Siu-hong, MH, Co-Chairs, Advisory Committee of the Web Accessibility Recognition Scheme at an awards presentation ceremony held on 13th April, 2015.



Mr. Eric Wong accepts the Web Accessibility Recognition Scheme's Gold Award (Mobile App Stream) on behalf of the Bank from Ms. Joey Lam Kam-ping, JP, Deputy Government Chief Information Officer (Policy and Community), Office of the Government Chief Information Officer, Co-Chairs, Advisory Committee of the Web Accessibility Recognition Scheme at the awards presentation ceremony.