

For Immediate Release

BEA Celebrates the Opening of Its Yuen Long YOHO MALL Branch

Hong Kong, 18th December, 2015 – The Bank of East Asia, Limited ("BEA") celebrated the opening of its Yuen Long YOHO MALL Branch at an event held at the new location on 10th December, 2015. Mr. Stephen Charles Li Kwok-sze, Director of BEA, officiated at the ceremony, which was also attended by BEA's Chairman & Chief Executive, Dr. David K.P. Li, and other directors and senior executives of the Bank.

Equipped with the latest banking technology, the Yuen Long YOHO Mall Branch is BEA's first digital branch in New Territories West. BEA's branch is the only retail banking outlet in the mall, which is the largest shopping complex in north western New Territories, comprising more than 200 retailers and over 600,000 square feet of retail space.

"Our digital branch concept has been well received by our customers since the launch of our first digital branch in January 2014, and the Yuen Long YOHO Mall will serve as an excellent location for us to showcase our digitised banking services in the region, said Dr. David K.P. Li. We look forward to serving the banking needs of the district's many residents and businesses," he added.

To celebrate the opening of the new branch, customers can also earn up to HK\$450 in coupons upon successful application for designated services at the Yuen Long YOHO MALL Branch on or before 2nd January, 2016.

Located in Shop 1071, Level 1, YOHO MALL I, 9 Yuen Lung Street, Yuen Long, the Yuen Long YOHO MALL Branch is open for business from 9:00 a.m. to 7:30 p.m., Monday to Saturday, and from 11:00 a.m. to 7:30 p.m. on Sundays and public holidays. For more information on the services available, please contact the Branch Manager, Ms. Fion Law, on (852) 3609 3346.

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\$816.0 billion (US\$105.3 billion) as of 30th June, 2015. 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 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





Dr. David K. P. Li (fifth from right) is joined by officiating guest Mr. Stephen Charles Li Kwok-sze (fifth from left) and three other directors of the Bank, namely Mr. Winston Lo Yau-lai (third from left), Professor Arthur Li Kwok-cheung (fourth from right), and Mr. Adrian Li (third from the right), as well as other Bank representatives at the opening ceremony of BEA's new Yuen Long YOHO MALL Branch on 10th December, 2015.