

For Immediate Release

BEA Foundation Unveils Big Brother & Big Sister Programme for Children in the BEA “High Five” Club

Hong Kong, 30th December, 2015 – The Bank of East Asia, Limited (“BEA”) announces that The Bank of East Asia Charitable Foundation Limited (“BEA Foundation”) has introduced a Big Brother and Big Sister programme for children in the BEA “High Five” Club (the “Club”) for the 2015/2016 academic year. This is the second year that the BEA Foundation has served as title sponsor of the Club, which has been organised by St. James’ Settlement and is held at the Kowloon Kindness Centre in Tai Kok Tsui. The Club has also received matching funds from the Partnership Fund for the Disadvantaged of the Social Welfare Department. A kick-off ceremony was held in November 2015 at the Kowloon Kindness Centre to mark the beginning of the 2015/2016 BEA “High Five” Club.

A total of 24 staff volunteers have been recruited from BEA to take part in the Big Brother and Big Sister pilot programme. These volunteers will regularly meet with the children to bake cookies, make arts and crafts, and interact through other activities at the Kowloon Kindness Centre. They will also accompany the children on outings to Stanley and other locations to help broaden their horizons.

Commenting on the Programme, Ms. Mimi Kam, General Manager and Head of Human Resources & Corporate Communications Division at BEA and Director of the BEA Foundation, said, “We at BEA are pleased to have the opportunity to spend time with children in the BEA “High Five” Club. In addition to supervising the children, we strive to serve as positive role models, and we encourage them to apply themselves to their studies and grow up to become responsible, productive members of our society.”

“The response from the children in the Big Brother & Big Sister Programme has been extremely positive,” says Mr. Cooke Cheung, Assistant Chief Executive Officer of St. James’ Settlement. “We are truly grateful for the generous support of BEA’s staff volunteers, who are making the BEA “High Five” Club even more meaningful to the participating children and their families.”

The Club offers after-school care, homework assistance, educational and recreational activities, and hot meals to children aged six to twelve from disadvantaged families in Tai Kok Tsui and Sham Shui Po. While many existing after-school programmes run until 6:00 p.m., the Club runs until 9:00 p.m., which supports the needs of many working parents, thereby increasing their household earning power and improving their standard of living. Through the Programme, St. James’ Settlement and the BEA Foundation aim to help develop the children’s ethics, intellect, physique, social skills, and sense to aesthetics. In addition to after-school care services, the Club has

organised a numerous educational and recreational programmes for nearly 160 children in the past year.

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\$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.

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



Each child received a stationery pack at the kick-off ceremony of the 2015/2016 BEA “High Five” Club in November.