

For Immediate Release**BEA Celebrates the Lunar New Year by Introducing the “i-Laisee”**
Send/Collect i-Laisee for the chance to win prizes worth a total HK\$38,888

Hong Kong, 4th February, 2016 – The Bank of East Asia, Limited (“BEA”) has launched Hong Kong’s first “i-Laisee” service. Available via BEA App’s innovative and highly secure person-to-person payment service, i-P2P, BEA App users can send innovative red packets (i-Laisee) during the Lunar New Year electronically to friends and relatives holding any bank account in Hong Kong.

Procedure for sending and collecting i-Laisee:

1. **Activate i-P2P service:** A BEA Mobile Banking user activates the service via Cyberbanking and registers recipients from their mobile phone book via the BEA App’s i-P2P service.
2. **Send i-Laisee:** The user can now send an i-Laisee by choosing from among the registered recipients, enter the amount and choose the cover images and greeting messages, then set a secure Sender Code and relay it to the recipient.
3. **Collect i-Laisee:** The recipient can immediately collect the i-Laisee through BEA App’s i-P2P service by entering the Sender Code and his/her eligible BEA Credit Card account number or BEA/other bank account number. As an added convenience, BEA customers can also choose to deposit it into a designated account automatically. An auto-thank-you SMS will be sent from BEA to the sender once the recipient has collected the i-Laisee.

Recipients do not have to be BEA customers. The sender simply uses a phone number, with no need to collect any personal bank account information from the recipient. It is highly secure, with two-way verification using an SMS code sent from BEA and a Sender Code set by senders. Two laisee cover images and five greeting messages are available to choose from. Each customer can make up to 10 i-Laisee instructions per day, for up to 10 recipients per instruction. The daily payment limit per user and the maximum i-Laisee value is HK\$1,500. The service is applicable to both iOS and Android devices.

Mr. Vincent Hui, General Manager & Head of the Personal Banking Division of BEA said, “We at BEA are constantly evaluating and testing new technologies and applications for their ability to enhance the lives of our customers. During this Lunar New Year, we are offering the all-new, eco-friendly i-Laisee so that customers can send laisee and festive greetings to friends and relatives at the touch of a screen.”

During the promotional period from 1st February to 8th March, customers who send or collect i-Laisee or i-P2P payments can enter a lucky draw for a chance to win over 300 prizes worth a total HK\$38,888, with a grand prize of HK\$8,888. BEA customers are automatically eligible to enter the lucky draw, non-BEA customers are required to register via the BEA App from 8th February to 15th March in order to be eligible to enter the lucky draw.

To download BEA App for free, simply go to the App Store or Google Play and search for "BEA".

For more information about the new service and the i-Laisee lucky draw, please call our Cyberbanking Hotline on (852) 2211 1321, visit BEA's website at www.hkbea.com or BEA App.

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



i-Laisee Screens:

Screen: Send i-Laisee

無 SIM 卡

上午9:49

91%

☰

BEA 東亞銀行

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Settings

Main

Records

Send i-Laisee



Pay from:

520-88-***00-0 (Supreme SSA)

Greeting message:

Happy Lunar New Year! May all your wishes come true!

Cover image:

☒ 
☐ 

Sender Code*:

1234

Select Recipients*

☐ Ian

☒ Irene
 100

☐ Ivan

(Total selected: 1)

Amount (HK\$)

*Please share the Sender Code with the recipient, and remind him/her to memorise it and not to store it in a mobile phone. For recipient who has registered to collect payment automatically, Sender Code is not required.

Screen: Collect i-Laisee

無 SIM 卡

上午9:50

91%

☰

BEA 東亞銀行


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Settings

Main

Records



Confirm details and send a thank you SMS:

Sender Code:	1234
Sender:	12345678
Amount (HK\$):	100.00
For:	i-Laisee
A/C No.:	513-78-***45-6 (i-Account SSA)

Cancel

Confirm