

For Immediate Release

BEA Celebrates the Opening of the Hong Kong Red Cross New West Kowloon Blood Donor Centre

Hong Kong, 9th March, 2016 – The Bank of East Asia, Limited ("BEA") celebrated the opening of the Hong Kong Red Cross new West Kowloon Blood Donor Centre at a ceremony held earlier this week. Dr. David K.P. Li, Chairman & Chief Executive of BEA officiated at the ceremony, which was also attended by other senior representatives of the Bank and the Hong Kong Red Cross ("HKRC"). The West Kowloon Blood Donor Centre has been made possible through the support of BEA, which donated a total of HK\$5 million over the years from 2011 to 2013.

Located at the HKRC's new headquarters in West Kowloon, the West Kowloon Blood Donor Centre is the largest of its kind in Hong Kong. The new Centre covers an area of approximately 620 square metres and is expected to serve 13,000 donors in its first year of service.

"HKRC's Blood Transfusion Service plays a vital role in our society as the sole supplier of blood to hospitals in Hong Kong," said Dr. Li. "My colleagues and I are pleased to have the opportunity to help the HKRC expand its capacity to meet the needs of our society, and we encourage all healthy individuals to give blood." As Hong Kong's population continues to age, it is projected that blood transfusion needs will grow in the coming years.

The new Centre is also equipped with Apheresis donation services, which enable donors to donate plasma and/or platelets with the help of a blood cell separator. One Apheresis donation is equivalent to 4 to 6 units of platelets produced from a whole blood donation. By 2019, it is estimated that 31,200 donors will give blood at the Centre, which will produce 75,200 units of blood products per annum, which will benefit over 42,000 patients each year.

As a token of appreciation, the HKRC will award each successful blood donor at the new Centre with a stylish drawstring bag while stock lasts.

For more information on the new West Kowloon Blood Donor Centre, please contact Mr. Henry Man, Recruitment and Publicity Manager of HKRC, at 2710 1227.

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\$781.4 billion (US\$100.8 billion) as of 31st December, 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 corporate 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 (fourth from the left) and Mr. Vincent Lo, Chairman of the Hong Kong Red Cross (third from the right) celebrated the opening of the HKRC's new West Kowloon Blood Donor Centre together with (from right to left) Dr. CK Lee, Chief Executive & Medical Director of Blood Transfusion Service, HKRC; Mr. Tong Hon-shing, Deputy Chief Executive, BEA; Mr. TC Chan, Senior Advisor, BEA; Mr. Philip Tsai, Director of Hong Kong Red Cross cum Chairman of the Blood Transfusion Service Governing Committee, HKRC; and Ms. Bonnie So, Secretary General, HKRC.