

For Immediate Release

BEA Launches i-Wishes

Service Allows BEA App Users to Send Electronic Cash Gifts Instantly and Securely

Hong Kong, 20th April, 2016 – The Bank of East Asia, Limited (“BEA”) has launched i-Wishes, an innovative new service that enables BEA App users to send electronic cash gifts to holders of any bank account in Hong Kong.

i-Wishes allow BEA App users to send their warmest greetings straight away for any special moments in life. To personalise their gifts by attaching an e-greetings card and message. Birthday, wedding, newborn baby, and graduation-themed cards are available, as well as a non-specific greeting card for all occasions.

i-Wishes is integrated with BEA’s highly secure app-based “i-P2P” payment platform, and can be used on both iOS and Android devices. To send i-Wishes, a BEA App user simply selects the recipient from the list added to the App. Senders of i-Wishes do not need to obtain any personal bank account information from the recipient. The process is highly secure, employing two-way verification that involves a one-time SMS code from BEA and a Sender Code set by the sender. Each customer can make up to 10 i-P2P and i-Wishes instructions per day, for up to 10 recipients per instruction. The daily payment limit per user and the maximum value per instruction is HK\$1,500.

Mr. Vincent Hui, General Manager & Head of the Personal Banking Division of BEA said: “Since the launch of the BEA App, we have focused on aligning our service offering to our customers’ daily needs. Our innovative new app-based services include Shop Smart shopping platform, i-P2P, i-Laisee, and now i-Wishes. Customers can use i-Wishes to send gifts and warm wishes to family and friends through their mobile phone in a new and meaningful way.”

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

For more information about the new service, please call the Cyberbanking Hotline on (852) 2211 1321, visit BEA’s website at www.hkbea.com, or access the 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\$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



Appendix

To send i-Wishes:

1. The sender, who is a BEA Mobile Banking customer, must first activate i-P2P service via Cyberbanking and register recipients from his/her mobile phone book using the BEA App's i-P2P/i-Wishes service.
2. Customer selects recipients from the list of registered recipients, enters the amount, and includes a greetings card and message.
3. Customer sets secure Sender Codes and sends i-Wishes to the recipients and informs the recipients of the Secure Codes.

To receive i-Wishes:

1. BEA will send an SMS code to the recipient's mobile phone. The recipient can enter the SMS code, Sender Code, and his/her eligible BEA Credit Card account number or BEA bank account number or other bank account number via the BEA App's i-P2P/i-Wishes service to receive the i-Wishes payment and message.
2. If the recipient is a BEA customer, he/she can choose to deposit the amount into a designated BEA account automatically.
3. A "thank you" SMS will be sent automatically from BEA to the sender once the recipient has collected the i-Wishes cash gift.

Demo Video: <http://www.hkbea.com/html/en/bea-personal-banking-bea-mobile-app-06.html>