

**For Immediate Release**

**BEA Wins Gold Awards  
in the Web Accessibility Recognition Scheme 2016**

**Hong Kong, 22<sup>nd</sup> April, 2016** – The Bank of East Asia, Limited (“BEA”) has won two Gold Awards in both the website stream and the mobile app stream of the Web Accessibility Recognition Scheme 2016 jointly organised by The Office of the Government Chief Information Officer and the Equal Opportunities Commission. This is the fourth consecutive year that BEA has participated in the Scheme, and the second consecutive year that the Bank has received Gold Awards in both categories.

“We at BEA are extremely pleased to receive this recognition for our efforts to make our services accessible to members of our society with disabilities,” said Mr. Vincent Hui, General Manager and Head of Personal Banking Division at BEA. “As we continue to introduce new service innovations, we are mindful of the special needs of different groups and we strive to ensure that everyone can easily access and enjoy our services.”

Special features of BEA’s website and mobile application include:

- high colour contrast;
- compatibility with assistive screen readers;
- a simple and intuitive web navigation; and
- keyboard support that helps visually-impaired people view web pages and PDF documents.

BEA has also won a number of awards in recognition of its innovative approaches to the delivery of banking services. In April 2016, BEA received the “Best FinTech Grand Award”, “Best FinTech (Banking and Insurance) Gold Award”, and “Best Mobile Apps (Consumer Solutions) Gold Award” in the Hong Kong ICT Awards Programme 2016. BEA received the FinTech awards for its state-of-the-art digital branch model.

**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 31<sup>st</sup> 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](http://www.hkbea.com).

– End –

Media enquiries:

Mr. Kenneth Tsin  
Head of Channel Management & Operations Department  
Personal Banking Division  
The Bank of East Asia, Limited  
Tel.: (852) 3608 2592  
Email: tsinkwl@hkbea.com

***BEA – Operator of one of the largest banking networks in Hong Kong***



Ms. Kannis Cheung, Head of BEA’s Marketing Department, accepts the Web Accessibility Recognition Scheme’s Gold Award (Mobile App Stream) on behalf of the Bank at an awards presentation ceremony held on 19<sup>th</sup> April, 2016.



Ms. Kannis Cheung accepts the Web Accessibility Recognition Scheme's Gold Award (Website Stream) on behalf of BEA at the awards presentation ceremony.