

**For Immediate Release**

## **BEA Offers Instant Credit Card Approval to University Students**

*Successful Applicants Can Use Apple Pay Instantly and  
Have the Chance to Win a Smartwatch*

**Hong Kong, 28<sup>th</sup> September, 2016** – The Bank of East Asia, Limited (“BEA”) today announces that it is rolling out instant credit card approval for university students. A credit card number and other details will be issued to successful applicants on the spot. Students can then add their new card to Apple Pay and make purchases straight away, earning a 25% cash rebate\* as well as enjoying a range of other special offers.

This new feature will first be available to students who apply for the PolyU Visa Card at BEA’s branch at The Hong Kong Polytechnic University (“PolyU”). BEA will further extend this new service to other branches located on or near university campuses. Students will receive a HK\$25 Starbucks gift certificate after submitting all required documents. Students who successfully apply will be entered into a Sure-Win Lucky Draw for the chance to win a smartwatch or another attractive prize. Those who add their new card to Apple Pay immediately after applying successfully will receive a second HK\$25 Starbucks gift certificate. In addition, they can receive two UA movie vouchers by meeting the spending requirement. Any student credit card holder who refers a student from the same university and accompanies the applicant to submit the required documents at a BEA branch will receive two UA movie vouchers. The more referrals they make, the more rewards they will enjoy.

Mr. Vincent Hui, General Manager & Head of the Personal Banking Division of BEA, said, “We at BEA always strive to innovate and enhance the customer experience. We are pleased to be the first bank to provide instant approval for student credit cards for immediate use of Apple Pay. We are confident that our tech-savvy young customers will find the Apple Pay offers very attractive.”

For more information on BEA’s instant credit card approval for university students, please call the Customer Services Hotline on 3608 6628 or visit BEA’s homepage at [www.hkbea.com/instant/en](http://www.hkbea.com/instant/en).

\* The first 30,000 eligible credit card accounts to complete three or more transactions through Apple Pay between now and 31<sup>st</sup> October, 2016 will receive a 25% cash rebate. Each eligible credit card account can receive a cash rebate of up to HK\$180.

## **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\$756.6 billion (US\$97.5 billion) as of 30<sup>th</sup> June, 2016. 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 230 outlets covering Hong Kong and the rest of Greater China, Southeast Asia, the United Kingdom, and United States. For more information, please visit any BEA branch or the Bank's homepage at [www.hkbea.com](http://www.hkbea.com).

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

