

For Immediate Release

BEA Brings Apple Pay To Customers

Enjoy a 25% Cash Rebate and Attractive Offers on Apple Pay Purchases

Hong Kong, 16th August, 2016 – The Bank of East Asia, Limited (“BEA”) today brings its customers Apple Pay, which transforms mobile payments with an easy, secure and private way to pay that’s fast and convenient. Customers can enjoy fabulous offers at the same time.

BEA Credit Card customers will receive 5,000 bonus points by adding their BEA Visa Credit Card or MasterCard* to Apple Pay between now and 22nd August, 2016; Mobile Banking users will also receive an extra HK\$20 Circle K i-Coupon. In addition, the first 30,000 eligible credit card accounts which complete three or more transactions through Apple Pay between now and 31st October, 2016, will receive a 25% cash rebate, and each eligible credit card account can receive a cash rebate of up to HK\$180.

Mr. Vincent Hui, General Manager & Head of the Personal Banking Division of BEA said, “We have closely aligned our service offering with our customers’ daily needs. Nowadays, customers are looking for a faster and more secure payment method; that’s why we are providing Apple Pay, one of the fastest and easiest ways to pay. We will continue to bring our customers increasingly innovative services.”

Apple Pay is easy to set up, and customers will continue to receive all the rewards and benefits offered by BEA credit cards. In participating stores, Apple Pay works with iPhone 6s, iPhone 6s Plus, iPhone 6, iPhone 6 Plus, iPhone SE, and Apple Watch.

Online shopping in apps accepting Apple Pay is simple, without needing to repeatedly fill out lengthy account forms or type in shipping and billing information. When paying for goods and services within apps, Apple Pay is compatible with iPhone 6s, iPhone 6s Plus, iPhone 6, iPhone 6 Plus, iPhone SE, iPad Air 2, iPad mini 3, iPad mini 4 and iPad Pro.

Apply for a BEA Credit Card now to experience Apple Pay and enjoy a wide range of selected offers! For more information on Apple Pay, please visit www.apple.com/hk/apple-pay; for more on BEA Credit Card offers, please visit www.hkbea.com/hotpromotions.

* Does not apply to the UnionPay Dual Currency PLATINUM Credit Card, JCB PLATINUM Card, or Corporate Card. Please visit www.hkbea.com/applepay for further terms and conditions.

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 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.

– End –

Media enquiries:

Ms. Christine Lo
Head of Retail Lending Department
Personal Banking Division
The Bank of East Asia, Limited
Tel.: (852) 3608 2028
Email: locwy@hkbea.com

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

