

**For Immediate Release**

**BEA to Hold Digital Experience Days**  
*Customers Will Have the Chance to Win a Smartphone or Smartwatch*

**Hong Kong, 8<sup>th</sup> December, 2016** – The Bank of East Asia, Limited (“BEA”) will hold Digital Experience Days on the coming two Saturdays, namely the 10<sup>th</sup> and 17<sup>th</sup> of December, at 15 selected branches and i-Financial Centres (please see Appendix). The Digital Experience Days have been designed to provide customers with an opportunity to learn about and try the Bank’s latest digital innovations and enhanced financial management systems. Service hours of these 15 selected branches and i-Financial Centres will be extended until 7:00 p.m. on both days.

Customers who visit designated branches or i-Financial Centres on the Digital Experience Day and try BEA’s digital banking devices and download the BEA App will have a chance to win the grand prize of a smartphone (worth HK\$5,588; 1 winner) or a smartwatch (worth HK\$2,288; 5 winners)<sup>1</sup>.

In addition, participating customers can enjoy the following offers:

- HK\$20 i-P2P/i-Wishes cash rebate<sup>1</sup>;
- HK\$50 cash voucher<sup>2</sup> when applying for a credit card;
- HK\$25 coffee voucher<sup>3</sup> when activating Touch ID authentication and using i-P2P/i-Wishes; and
- 25% Apple Pay/Android Pay cash rebate<sup>4</sup>.

Terms and conditions apply to the above offers. For more details, customers can contact the Enquiry Hotline on (852) 2211 1333, or visit the selected branches or i-Financial Centres.

<sup>1</sup> To be eligible for the HK\$20 i-P2P/i-Wishes cash rebate and a chance to win the Lucky Draw, customers are required to (i) try using any of the following digital services at any designated branch / i-Financial Centre on either Digital Experience Day: i-P2P, i-Wishes, i-Kit, i-Panel, i-Table, Touch ID authentication, Apple Pay, Android Pay, or i-Teller and (ii) show the downloaded BEA App on their phone to a BEA representative at the designated branch / i-Financial Centre.

<sup>2</sup> To be eligible for the HK\$50 cash voucher, customers are required to apply for any BEA Credit Card and provide all necessary documents. Vouchers are available on a first-come, first-served basis, while stock lasts.

<sup>3</sup> The promotional period of Touch ID authentication service is from 14<sup>th</sup> December, 2016 to 13<sup>th</sup> January, 2017 (both days inclusive).

<sup>4</sup> The ApplePay/Android Pay cash rebate is valid until 31<sup>st</sup> December, 2016.

## **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 220 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).

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



## Appendix

The Digital Experience Days will be held at the following branches and i-Financial Centres:

<b>Branches</b>		
Times Square Branch	Hollywood Plaza Branch	Lok Fu Branch
Yuen Long YOHO MALL Branch	East Point City Branch	iSQUARE Branch
Shatin Plaza Branch		
<b>i-Financial Centres</b>		
Pacific Place i-Financial Centre	Ma Tau Wei Road i-Financial Centre	Tsim Sha Tsui i-Financial Centre
Whampoa Garden i-Financial Centre	Festival Walk i-Financial Centre	Fanling i-Financial Centre
Tsuen Wan Fou Wah i-Financial Centre	Tin Shui Wai i-Financial Centre	

Note: Please visit the Bank's homepage at [www.hkbea.com](http://www.hkbea.com) or the BEA App for the detailed addresses of the branches and i-Financial Centres listed above.