

For Immediate Release

**The Hong Kong Polytechnic University Celebrates its 80th Anniversary
with Launch of Special Edition Visa Card with The Bank of East Asia, Limited**

*Co-branded Credit Card Supports Educational Goals while
Meeting Evolving Needs of Millennials*

Hong Kong, 12th September, 2017 – The Hong Kong Polytechnic University (“PolyU”) introduced its new 80th Anniversary Special Edition Visa Card, launched in partnership with The Bank of East Asia, Limited (“BEA”). Featuring major buildings of the University with colours representing PolyU’s eight faculties and schools, the new card encapsulates the vitality and vibrancy of PolyU.

The launch of the PolyU 80th Anniversary Special Edition Visa Card marks a new milestone in the long-term partnership between BEA and the University, which began 22 years ago with the launch of the very first PolyU Visa Card. By spending with the Card, PolyU Visa Cardholders, including students, graduates, faculty and staff members, Council & Court members, individual members of PolyU Foundation and University Fellows, can help advance the University’s ongoing development and education and research efforts, promoting the university’s proud tradition of innovation and entrepreneurial spirit.

Prof. Timothy W. Tong, President, The Hong Kong Polytechnic University said, “It is encouraging to see that a lot of people shares PolyU’s mission: to nurture talents with a sense of social responsibility for the society; to conduct scientific research projects for the benefit of mankind; as well as to actively promote knowledge transfer to enhance the competitiveness of our business sector while contributing to the development of Hong Kong and our nation.”

He said that the University is very pleased to partner with The Bank of East Asia, Limited to launch the PolyU 80th Anniversary Special Edition Visa Card. He hoped more people would spend with the card and thus show their support to the University’s education and research efforts which will benefit the society.

According to Mr. Vincent Hui, General Manager & Head of Personal Banking Division of BEA, the new card will specifically cater to the preferences of the younger generation at PolyU. “The PolyU 80th Anniversary Visa Card is uniquely designed to highlight the colourful campus by representing the diversity and dynamism of university life. BEA is committed to supporting the education community and the development of future leaders, contributing to the socio-economic development of Hong Kong. We have seen a growing trend of tech-savvy millennials using their mobile phones to manage their finances. BEA has specially launched a brand new i-Student platform to help students apply for this special edition credit card through a few simple steps. We will continue to apply FinTech in our BEA App to offer convenient banking services across multiple flexible channels, so that our customers can enjoy simpler and more personalised mobile banking services.”

Designed to meet the daily spending, the PolyU 80th Anniversary Special Edition Visa Card provides an array of premium rewards and benefits, including direct discounts at popular food and beverage, retail, travel and entertainment establishments. There are also more experiential perks such as exclusive priority queues at participating cinemas and VIP booking for concerts and other events. For more information on the card, please visit www.hkbea.com/polyu/en.

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\$788.5 billion (US\$101.0 billion) as of 30th June, 2017. 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 210 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.

About The Hong Kong Polytechnic University

The Hong Kong Polytechnic University is a university with a proud and illustrious history. Formerly known as the Hong Kong Polytechnic, the Institution assumed full university status in 1994. The University prides itself on its professional education and innovative research as well as close ties with business and industry. It is the largest publicly-funded tertiary institution in Hong Kong in terms of number of students, with around 30,000 full-time and part-time students, and a vast pool of more than 380,000 graduates.

PolyU website: www.polyu.edu.hk.

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Mr. Adrian Li, Executive Director & Deputy Chief Executive of BEA (right); Mr. Chan Tze-ching, Chairman of PolyU Council, PolyU (second from the left); and Prof. Timothy W. Tong, President, PolyU (left) pictured at the launch ceremony of the PolyU 80th Anniversary Special Edition Visa Card.



Mr. Adrian Li, Executive Director & Deputy Chief Executive of BEA (fourth from the left); Mr. Chan Tze-ching, Chairman of PolyU Council, PolyU (center); and Prof. Timothy W. Tong, President, PolyU (fourth from the right) express their gratitude for the support of members of The PolyU Foundation to the newly launched PolyU 80th Anniversary Special Edition Visa Card.



Mr. Adrian Li, Executive Director & Deputy Chief Executive of BEA (back row, third from the left); and Prof. Timothy W. Tong, President, PolyU (back row, fourth from the right) pictured with a group of student athletes and the 2016-2017 recipient of the BEA Scholarship at the launch ceremony of the PolyU 80th Anniversary Special Edition Visa Card.

This media release is issued on behalf of The Bank of East Asia, Limited by Bentley Communications Limited. For further information, please contact Bentley Communications Limited.

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