

For Immediate Release

**BEA Wins Triple Gold Awards
in the Web Accessibility Recognition Scheme 2018/19**

Hong Kong, 9th July, 2018 – The Bank of East Asia, Limited (“BEA”) has won two Triple Gold Awards in Hong Kong’s Web Accessibility Recognition Scheme 2018/19. This marks the first time that the Bank has received Triple Gold Awards in both the website and mobile app streams of the programme. Jointly organised by The Hong Kong Internet Registration Corporation Limited (“HKIRC”), The Office of the Government Chief Information Officer (“OGCIO”), and the Equal Opportunities Commission (“EOC”), the Web Accessibility Recognition Scheme recognises organisations that strive to make their digital channels accessible to all, especially people with disabilities and other difficulties.

“We are delighted to receive this recognition for our website and mobile app,” said Mr. Vincent Hui, General Manager and Head of Personal Banking Division at BEA, who received the awards on behalf of the Bank at an awards presentation ceremony held on 26th June, 2018. “Guided by our Bank’s mission to ensure a positive experience for every customer, we put great effort into making BEA’s content and services accessible to as many people as possible. We take special care to ensure that our digital channels are user-friendly for the broadest possible audience, and we continue to look for ways to overcome barriers for those with particular needs.”

A few distinguishing features of BEA’s website and mobile app (BEA App) include:

- well-calibrated colour contrast;
- compatibility with commonly used screen readers, such as “Voice Over”;
- an intuitive, consistent user interface and navigational mechanism; and
- keyboard support that helps visually-impaired people view web pages and PDF documents (BEA’s website only).

Customers can download the BEA App for free by visiting BEA’s website at www.hkbea.com or by searching for “BEA” in the App Store or Google Play™.

About The Bank of East Asia, Limited

Incorporated in 1918, BEA is a leading Hong Kong financial services group, serving the needs of customers throughout Greater China and beyond, with total consolidated assets of HK\$808.9 billion (US\$103.5 billion) as of 31st December, 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 around 200 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.

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





Mr. Vincent Hui, General Manager and Head of Personal Banking Division at BEA, accepts the Web Accessibility Recognition Scheme's Triple Gold Award on behalf of the Bank at an awards presentation ceremony held on 26th June, 2018.