

**For Immediate Release**

**New BEA Flash Mobile Account Opening App  
Enables Customers to Open Bank Accounts in Just Six Minutes**

**Hong Kong, 9<sup>th</sup> October, 2019** – The Bank of East Asia, Limited (“BEA”) today announces the launch of the BEA Flash mobile account opening app (“BEA Flash” or the “app”). The app allows customers to open bank accounts securely and quickly – within six minutes – without needing to visit a BEA branch. In the coming months, the app will also be equipped with Live Chat, an online messaging service that enables customers to connect with a customer service representative instantly.

BEA Flash simplifies the traditional account opening process to just three steps: 1) verification of the applicant’s identity, 2) personal data input, and 3) all-in-one account\* type selection. Customers can submit photos of themselves and their Hong Kong Permanent Identity Card through BEA Flash. This information is encrypted securely and transmitted to BEA for follow-up on the account approval process, and will not be stored on the customer’s mobile phone to avoid data leakage.

The Live Chat instant messaging service will enable customers to contact our customer services representatives instantly from 9:00 a.m. to 7:00 p.m., Monday to Saturday. Customer service representatives will provide assistance to resolve customers’ questions on completing the online application as well as the details of related promotional offers.

Ms. Shirley Wong, General Manager and Head of Personal Banking Division at BEA commented, “We at BEA are committed to providing innovative banking services that offer greater convenience to our customers. With the launch of BEA Flash, we are expecting to expand our market share in the young customer segment by providing account opening services anytime, anywhere. In addition to Live Chat, we plan to enhance the user experience by expanding the range of banking services that customers can apply for through BEA Flash.”

During the promotional period<sup>+</sup>, new customers who successfully open all-in-one accounts through BEA Flash and complete designated transactions can enjoy rewards worth up to HK\$8,670<sup>^</sup>:

- **Account Opening Welcome Rewards:** Customers who open a SupremeGold account and complete designated transactions can receive rewards worth up to

HK\$5,760. Those who open a Supreme Account and complete designated transactions can receive rewards worth up to HK\$1,300.

- **Easy-to-get Flash Rewards:** Customers who open an all-in-one account and deposit new funds of a designated amount can receive a cash rebate of up to HK\$800. Those who activate their Cyberbanking services, and complete other designated services at a BEA branch can receive an additional cash rebate of up to HK\$150.
- **Limited Reward:** Customers who open an all-in-one account and deposit new funds of a designated amount will enjoy a chance to win two tickets to the upcoming “FWD Fear and Dreams Eason Chan in Concert” (worth HK\$1,960).

Customers can simply search for “BEA Flash” in the App Store or Google Play™ to download the BEA Flash free of charge.

For more information about BEA Flash and the promotional offers above, please visit the BEA Flash webpage at [www.hkbea.com/BEAFlash](http://www.hkbea.com/BEAFlash) or call the Customer Services Hotline on (852) 2211 1333.

\*All-in-one accounts include SupremeGold account, Supreme account, and i-Account

+Account Opening Welcome Rewards promotion valid until 31 Dec 2019; Easy-to-get Flash Rewards promotion valid until 28 Feb 2020; Limited Reward promotion valid until 15 Nov 2019

^Terms and conditions apply.

## **About The Bank of East Asia, Limited**

Incorporated in 1918, The Bank of East Asia, Limited (“BEA”) is a leading Hong Kong-based financial services group listed on The Stock Exchange of Hong Kong, with total consolidated assets of HK\$876.8 billion (US\$112.2 billion) as of 30<sup>th</sup> June, 2019.

BEA provides a comprehensive range of corporate banking, personal banking, wealth management, and investment services to customers throughout Greater China and beyond via an extensive network of nearly 200 outlets covering Hong Kong, Macau, Taiwan, Mainland China, Southeast Asia, the United Kingdom, and the United States. For more information, please visit [www.hkbea.com](http://www.hkbea.com).

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Media enquiries:

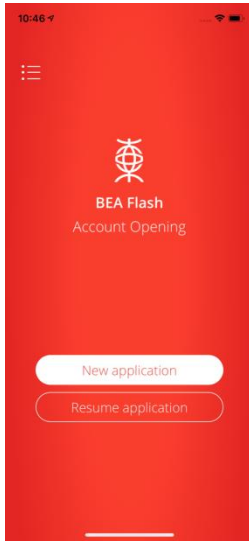
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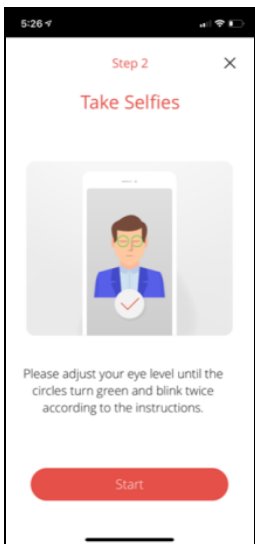

***BEA – Operator of one of the largest banking networks in Hong Kong***



Appendix: Steps to open a mobile account

Download BEA Flash in the App Store or Google Play™, then tap “New application” at the bottom of the screen.



<p><b>1. Capture your HKID Card at three different angles.</b></p> 	<p><b>2. Take a selfie.</b></p> 	<p><b>3. Input your personal data.</b></p> 
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