For Immediate Release

BEA Launches BEA GOAL for Young Customers

Fully Digitalised All-in-One Service with Account Opening, Savings, Investment & Spending Offers
Low Investment Threshold for Wealth Creation

BEA GOAL ambassadors: Foil world champion Edgar Cheung Ka-long and veteran fencer Cheung Siu-lun

Hong Kong, 22nd June, 2022 – The Bank of East Asia, Limited ("BEA" or the "Bank") today announces the unveiling of BEA GOAL for young customers, which offers a fully digitalised, integrated banking service with deposit, investment, insurance, and spending rewards. This service enables customers to reach their wealth creation goals independently from a low entry threshold. BEA GOAL will be launched officially in August, while pre-registration starts today.

To better address the needs of target customers, the Bank invited young people to participate in a market research study[1]. Results showed that 77% of respondents will not visit a physical branch unless necessary. Furthermore, over 70% thought it will take them an average of 15 years to have enough money to realise their goals, and that banks and parents are the ones most likely to help them build their wealth.

Ms Shirley Wong, General Manager and Head of Personal Banking Division at BEA, said, "As of May this year, the number of transactions made by young customers using our mobile banking increased by 30% compared to the same period last year. This indicates that they are looking for a mobile-first banking service. We also understand that young customers expect a bank to assist them in achieving their life goals, which is why we launched BEA GOAL – a fully digitalised service, to help them manage their daily finances and investment easily with just a tap of their phone, hence reaching their wealth creation goals earlier."

BEA GOAL brings innovations and an all-in-one experience to customers. Opening an account is quick and easy. In just eight minutes, customers can open a savings and investment account at the same time through the enhanced BEA Flash App. Key features of BEA GOAL include:

1. **Gear up your savings**
   Set up time deposits via the BEA App and get preferential rates. The minimum deposit amount is HK$1,000.

2. **Gear up for digital investments**
   BEA's all-new **Fund Portfolio Builder** intelligently assesses each customer's individual investment objective, preferred investment time horizon, and risk tolerance to shortlist suitable funds. Customers can subscribe to up to five funds at once, with subscription amounts starting as low as HK$1,000, making investment easier.

3. **Gear up for digital payments**
   Link your **BEA GOAL Debit Card** to the UnionPay App to make mobile payments at merchant stores in Hong Kong, Mainland China (including the Greater Bay Area), and other merchants around the world that accept UnionPay QR code payments, for an enhanced mobile payment experience.

4. **Gear up for digital shopping**
   BEA GOAL Credit Card provides seamless digital instant approval. Cardholders can add approved credit cards to their digital wallets and receive spending rewards immediately.

From today to 28 August, 2022, customers who pre-register as BEA GOAL customers will receive a cash rebate of up to HK$500[2,3] and the chance to win HK$10,000[3] in a lucky draw.

Pre-register now

BEA has appointed foil world champion Edgar Cheung Ka-long and veteran fencer Cheung Siu-lun as brand ambassadors to encourage young customers to take charge of their finances.

For more information about BEA GOAL and relevant offers, please visit www.hkbea.com/beagoal or call (852) 2211 1333.

[1] 200 young people, aged 18-35, participated in a survey in April 2022 conducted by BEA and market research company, InSites Consulting.
[2] As part of the early bird privilege and welcome offer, new-to-bank customers are entitled to a HK$500 cash rebate, while existing BEA i-Account customers are entitled to a HK$350 cash rebate.

[3] The reward will be awarded in the form of BEA Credit Card Free Spending Credit.

All promotional offers mentioned above are subject to relevant terms and conditions.

Investment involves risks. Before making any investment, investors should refer to all of the relevant investment funds' documents for detailed information including the risk factors. This material has not been reviewed by the Securities and Futures Commission in Hong Kong.

To borrow or not to borrow? Borrow only if you can repay!

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$907.47 billion (US$116.39 billion) as of 31st December, 2021.

BEA provides a comprehensive range of corporate banking, personal banking, wealth management, and investment services to customers through an extensive network of about 150 outlets covering Hong Kong, the rest of Greater China, Southeast Asia, the United Kingdom, and the United States. For more information, please visit www.hkbea.com.

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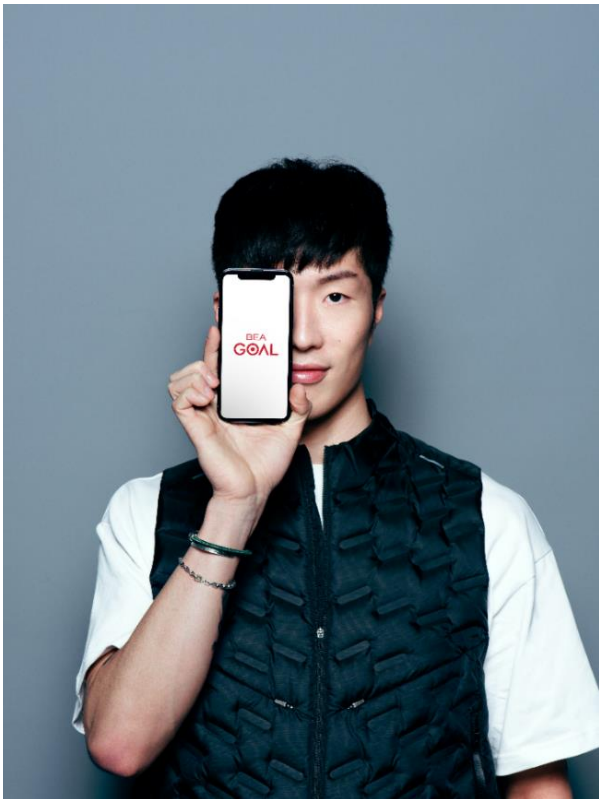

BEA GOAL's brand ambassador, foil world champion Edgar Cheung Ka-long, manages his daily finance from his phone, to create wealth and success.

Fund Portfolio Builder enables customers to choose from a selection of shortlisted and suitable funds, making investment easier.

Appendix
BEA GOAL Fully Digitalised Service

The Bank of East Asia, Limited ("BEA") launches BEA GOAL for young customers, which offers a fully digitalised, integrated banking service, enabling them to reach their wealth creation goals independently from a low entry threshold. Upon the official launch of BEA GOAL in August, customers will have access to a range of banking services and exclusive offers via a dedicated section in the BEA App.

1. **Gear up your savings**

   Customers can easily set up time deposits with preferential rates in a few steps via the BEA App to start earning more interest on their savings. The minimum deposit amount is HK$1,000.

2. **Gear up for your digital investing**

   Fund Portfolio Builder is a new investment tool. Its intelligent mechanism assesses each customer's individual investment objective, preferred investment time horizon, and risk tolerance to shortlist a selection of suitable funds and arrange them by asset type and past performance at a glance. Customers can subscribe to up to five funds at once with subscription amounts starting from as low as HK$1,000, making investment easier.

3. **Gear up for digital payments**

   Customers can link their **BEA GOAL Debit Card** to the UnionPay App to make mobile payments at merchant stores in Hong Kong, Mainland China (including the Greater Bay Area), and other merchants around the world that accept UnionPay QR code payments, for an enhanced mobile payment experience.

4. **Gear up for digital shopping**

   BEA GOAL Credit Card provides seamless digital instant approval. Cardholders can add approved credit cards to their digital wallets and receive spending rewards immediately, including online shopping, entertainment, travel, staycation, transportation, and priority booking for concerts.

Pre-registration for BEA GOAL starts today. Customers who pre-register as BEA GOAL customers will receive a cash rebate of up to HK$500[1,2] and the chance to win HK$10,000[2] in a lucky draw.

	Pre-registration Period	Channel
New-to-bank customer	22 June - 28 August, 2022	Online registration page
Existing customer	27 June - 28 August, 2022	BEA App or Cyberbanking

Download BEA-related apps and learn more.

BEA Flash

BEA App

BEA Mall

[1] New-to-bank customers are entitled to a HK$500 cash rebate, while existing BEA i-Account customers are entitled to a HK$350 cash rebate.

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