For Immediate Release

BEA Takes Home Three Awards from
Bloomberg Businessweek (Chinese Edition)
Named Outstanding Retail Banking for a Fourth Year
BEA Wins Plaudits for its Customer Engagement and Growth Strategy

Hong Kong, 24th July, 2023 – The Bank of East Asia ("BEA" or "the Bank") is proud to announce that it has won three awards in the Financial Institutions 2023 campaign, organised by *Bloomberg Businessweek (Chinese Edition)*. In addition to receiving an Outstanding Award in the categories Retail Bank of the Year and Premium Segment Client Service, it secured the highest accolade, an Excellence Award, in Customer Engagement. These awards are a recognition of the Bank's continuous effort in providing best-in-class services through its customer-centric strategy.

"We are delighted that our growth on multiple fronts is being recognised," commented Mr Raymond Ng, Deputy Head of Personal Banking Division at BEA. "In line with the overall strategic development of the Group, retail banking has been expanding its scope, committed to providing customers with more diversified wealth management and cross-boundary services. Thanks to a great team of relationship managers and a comprehensive offering of financial planning services, SupremeGold Private and SupremeGold drove the increase in high-end customer accounts. In addition, the digital all-in-one BEA GOAL account managed to pull in a new generation of tech-savvy customers, strengthening our retail customer base in the long term."

BEA has focused in recent years on growing its investment services and on promoting investment products with differing entry thresholds to meet investor demand. The newly added Fund Portfolio Builder enables customers to build a personalised fund portfolio with shortlisted funds.

The Bank has also focused on strengthening its digital capabilities and has enhanced a range of products and services, such as direct mortgage applications through a digital platform, an automatic instalment programme for credit card spending, and virtual credit cards.

BEA will continue to provide customers with outstanding financial products and customer experiences by optimising its omnichannel retail strategy to enhance the efficiency of its services, expand the scope of its products and strengthen its team of relationship managers.

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About the Awards

Financial Institutions 2023 is organised by the Chinese Edition of Bloomberg Businessweek. Its aim is to motivate financiers to nurture potential talents and seek new economic development opportunities.

About The Bank of East Asia

Incorporated in Hong Kong 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$882.8 billion (US$113.1 billion) as of 31st December 2022.

BEA provides a comprehensive range of corporate banking, personal banking, wealth management and investment services to customers through an extensive network of about 130 outlets covering Hong Kong, the Chinese Mainland, Macau, Taiwan, Southeast Asia, the United Kingdom, and the United States. For more information, please visit: http://www.hkbea.com/.

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Mr Raymond Ng, Deputy Head of Personal Banking Division at BEA,
is deeply honoured that the Bank has received an Outstanding Award in the categories Retail Bank of the Year and Premium Segment Client Service,
in addition to an Excellence Award in Customer Engagement in the Financial Institutions 2023 campaign organised by *Bloomberg Businessweek (Chinese Edition)*.