

Press Release 新聞稿

For Immediate Release

"Golden Adventures" Promotes Life Education and Advance Care Planning *"Palliative Care for the Elderly" Phase V Officially Launches*

Hong Kong, 19th October, 2023 – The Bank of East Asia, Limited ("BEA") announces that "Golden Adventures", a programme sponsored by The Bank of East Asia Charitable Foundation Limited ("BEA Foundation"), a wholly-owned subsidiary of BEA and "la Caixa" Banking Foundation ("la Caixa" Foundation) has been officially launched.

BEA Foundation and "la Caixa" Foundation have supported and funded "Palliative Care for the Elderly" (the "Programme") since 2010. The Programme, organised by The Salvation Army Hong Kong and Macau Territory ("The Salvation Army"), aims to raise awareness of the end-of-life care needs of retirees and elderlies to the elderly care sector as well as the Hong Kong community as a whole. Entering into its fifth phase in 2023 – 2026 with the theme "Golden Adventures", it continues to drive volunteer participation and the provision of holistic care for the elderly, whilst encouraging retirees and elders to proactively plan for their lives.

Presiding at the launch ceremony on 17th October were Professor Lo Chung-mau, BBS, JP, Secretary for Health of the Government of the Hong Kong Special Administrative Region ("HKSAR"), Mr Adrian Li, BBS, JP, Co-Chief Executive of BEA and Director of BEA Foundation, Dr Francisco Javier Serrado Trepas, Asia Regional Manager of Criteria Caixa, S.A., Sociedad Unipersonal, Dr Edward Leung, President of Hong Kong Association of Gerontology, and Major Minny Chan, Chief Secretary of The Salvation Army Hong Kong & Macau Territory.

Professor Lo Chung-mau said, "I am delighted to attend the "Golden Adventures" Kick-off Ceremony organised by The Salvation Army today. Public consultation on the legislative Proposals on Advance Directives and Dying in Place was completed and a draft bill has been reaching to the final stage. We hope the legislation will facilitate the elderly or patients to make advance care plans and express their wishes ahead, so that their medical choices can be respected."

Mr Adrian Li said, "Like many places worldwide, Hong Kong has become an ageing society. To address this trend, BEA Foundation launched "Palliative Care for the Elderly" in collaboration with "la Caixa" Foundation and The Salvation Army. The Programme has introduced a new model of elderly services for the community, providing insights to the HKSAR Government policies on palliative and end-of-life care."

Major Minny Chan said, "The Salvation Army will revamp the Programme to explore new ways to create a compassionate community by engaging community stakeholders, volunteers,

residential homes, elderly centres and professionals, enhancing public participation, enabling the elderly to live with dignity and good health.”

“Golden Adventures” is in line with the “United Nations Decade of Healthy Ageing 2021 - 2030” initiative, led by The World Health Organization. It aims to redefine the golden age and encourage retirees and elders to plan their personal finances, health, interests, and goals as they embark on their second half of life.

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\$872.1 billion (US\$111.3 billion) as of 30th June, 2023.

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 www.hkbea.com.

About The Bank of East Asia Charitable Foundation

Throughout its history spanning over 100 years, BEA has supported a wide range of charitable programmes and events in the communities it serves. In 2009, the Bank established The Bank of East Asia Charitable Foundation (“BEA Foundation”) in support of education and to help alleviate the burdens of underprivileged members of society. For more information on BEA’s CSR efforts, please visit the Bank’s homepage at www.hkbea.com (About BEA / Sustainability / Contributing to Our Community).

About “la Caixa” Foundation

“la Caixa” Foundation is dedicated to devoting its resources to social action, undertaking various types of activities and projects including, poverty and social exclusion, environment and science, cultural, and education and research programmes. As the largest foundation in Spain, and one of the largest in Europe, “la Caixa” Foundation aims to achieve a society that presents more opportunities for its people, by promoting social initiatives, investing in research and education, and spreading culture and science.

About The Salvation Army

The Salvation Army is an international Christian church and charity working in 134 countries and areas, with the commitment to transforming lives, caring for people, and making disciples. We are called to preach the gospel of Jesus Christ. We are dedicated to supporting the people in need in Hong Kong, Macau, and Mainland China; and strive to respond to local needs, emergencies, and disasters with the love of God. Our works include Church Ministries, Social Services, Educational Services, Recycling Programme, Booth Lodge, Women’s Ministries, China Ministries, Macau Ministries, and Emergency Relief.

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Officiating guests joined the elderly representatives on stage to show support towards “Golden Adventures”!



Group photo of the officiating guests (from left): Major Minny Chan, Chief Secretary of The Salvation Army Hong Kong & Macau Territory; Dr Edward Leung, President of Hong Kong Association of Gerontology; Professor Lo Chung-mau, BBS, JP, Secretary for Health of the Government of HKSAR; Mr Adrian Li, BBS, JP, Co-Chief Executive of BEA & Director of BEA Foundation, and Dr Francisco Javier Serrado Trepas, Asia Regional Manager of Critería Caixa, S.A., Sociedad Unipersonal.



Representing The Salvation Army, Major Minny Chan (centre) presents souvenirs to Dr Francisco Javier Serrado Trepato of "la Caixa" Foundation (right) and Mr Adrian Li of BEA Foundation (left) as a thank you for their strong support.



Officiating guests with the audience.