

For Immediate Release***BEA Wins Multiple Awards on the Back of BEA GOAL
Achievements of All-In-One Digital Account Resonate With Judges***

Hong Kong, 6th December, 2023 – The Bank of East Asia, Limited ("BEA" or "the Bank") is pleased to announce that it has received several accolades for BEA GOAL, its all-in-one digital account targeting the new generation. It has won two Asian Banking & Finance Retail Banking Awards in 2023: Domestic Retail Bank of the Year – Hong Kong and Digital Consumer Banking Initiative of the Year – Hong Kong. In addition, the Bank took home the prize for Best Frictionless Customer Experience Initiative in Hong Kong in The Asian Banker Hong Kong Awards 2023.

Ms Shirley Wong, General Manager and Head of Personal Banking Division at BEA, said, "We are honoured that the business growth of the retail bank has been recognised. This is a fitting tribute to the strong results the Bank has been achieving in revamping its services, growing its business, and driving its customer segmentation strategy."

BEA launched its fully digital all-in-one BEA GOAL account last year, catering to digitally savvy customers and empowering them to pursue their individual financial goals through a wide array of accessible financial products with low entry thresholds. "The number of BEA GOAL customers kept growing impressively in 2023. As a whole, the number of digital transactions per BEA GOAL customer conducted in the past twelve months was on average more than double the number by other retail segment customers. These figures provide a clear indication of the strong demand by young customers for digital finance. By delivering a personalised and interactive user experience, we actively foster the adoption of the Bank's services among the digital generation, thereby nurturing customer loyalty and strengthening the Bank's retail customer base in the long term, ensuring its continued growth," adds Wong.

The success of BEA GOAL has left a lasting impression on the industry, garnering notable accolades earlier this year including the Bloomberg Businessweek Chinese Edition Financial Institution Awards and the Global Brands Magazine Global Brand Awards. The Bank also won Bronze for Best Campaign – Banking & Finance in the Mob-Ex Awards 2023 by the Marketing-Interactive Publication.

BEA fully embraces its digital development. Through advanced technologies and data analytics tools, combined with the use of artificial intelligence and machine learning, it will keep offering innovative and convenient digital financial services and provides BEA GOAL customers with an unparalleled customer experience.

About the ABF Retail Banking Awards

The ABF Retail Banking Awards programme is an annual recognition of the achievements of Asia-Pacific retail banks and financial institutions that have introduced cutting-edge products, services, and solutions that have made a positive impact to its customers.

About The Asian Banker Hong Kong Awards

The Asian Banker runs several awards programmes that have emerged within the banking and financial services community as benchmarks against which to measure the performance of the best financial institutions. The Asian Banker Hong Kong Awards recognise competition that is specific to financial institutions; banks and non-banks, in Hong Kong.

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

BEA provides a comprehensive range of wholesale 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.

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