

For Immediate Release**The Bank of East Asia launches a refreshed brand identity – Live Every Moment**
Underscoring BEA's transformation drive as an enabler of financial well-being

Hong Kong, 15th December, 2023—The Bank of East Asia, Limited ("BEA" or the "Bank") today unveils a refreshed brand identity, reflecting the sustainable, digital-led, and customer-centric bank that BEA has become since embarking on its transformation journey.

Featuring a new warm, vibrant colour scheme and the tagline "Live Every Moment", the refreshed brand identity portrays a lively look that symbolises BEA's culture of change. It also highlights the Bank's commitment to empowering its customers to manage their financial well-being, with a view to nourishing the things they are passionate about, the things they care about, and the people they love. BEA believes that by having a positive influence on the people and communities it serves, it is ensuring the sustainability of society as a whole.

The Bank's Co-Chief Executives, Mr Adrian Li and Mr Brian Li said, "Since our founding 105 years ago, BEA has been deeply connected to Hong Kong and the Chinese Mainland. The progress we have made in the past few years has equipped us well to help our customers achieve their financial goals. Our refreshed brand injects a renewed sense of purpose to our identity, and gives us further encouragement as we enter the next chapter of our evolution."

Under its transformation journey, BEA has developed strong capabilities in its home markets, working towards its OneBank promise of seamless cross-boundary banking through the Bank's omni-channel service platform. BEA is also upgrading its digital services, repurposing its branches to focus on relationship building, and serving customers wherever they are and however they choose.

As part of its commitment to service and performance excellence, BEA continually invests to improve its responsiveness and competitiveness. The Bank has introduced innovative artificial intelligence and Fintech solutions to digitalise and automate its operations. At the same time, BEA is focused on training its people to master the necessary skills for the digital era.

These capabilities are also sharpening the Bank's competitive edge to capture the opportunities that an increasingly integrated Greater Bay Area brings.

The refreshed brand identity will be gradually rolled out across multiple touchpoints and channels in Hong Kong, the Chinese Mainland, and overseas.

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.

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Mr Adrian Li (left) and Mr Brian Li (right), Co-Chief Executives of BEA, believe the Bank's refreshed brand injects a renewed sense of purpose to its identity, and gives the Bank further encouragement as it enters the next chapter of evolution.