

**For Immediate Release**

**BEA Marks the Inauguration of BEA Tower in Qianhai**

*BEA Tower signifies the Bank's dedication to supporting the development of the GBA*

**Hong Kong, 12<sup>th</sup> January 2024** – The Bank of East Asia, Limited (“BEA” or the “Bank”) today celebrated the inauguration of BEA Tower in Qianhai, its strategic hub in the Guangdong-Hong Kong-Macao Greater Bay Area (“GBA”). The occasion coincides with the Bank's 105<sup>th</sup> anniversary, marking a significant milestone in BEA's century-long development on the Chinese Mainland and its dedication to the GBA's development.

BEA Tower is located in the Qianhai Shenzhen-Hong Kong Cooperation Zone. The inauguration was officiated by Mr. Paul Chan Mo-po, Financial Secretary of the Government of the Hong Kong Special Administrative Region (“HKSAR”); Mr. Wang Qiang, Member of the Standing Committee of the Shenzhen Municipal Committee of the Communist Party of China (“CPC”), Director-General of the United Front Work Department of the Shenzhen Municipal Committee of the CPC; Mr. Lv Feng, Deputy Director-General of the Economic Affairs Department of the Liaison Office of the Central People's Government in the HKSAR; Dr. Tong Shi-qing, Deputy Director General of the Guangdong Financial Supervisory Authority; Mr. Arthur Yuen, Deputy Chief Executive, Hong Kong Monetary Authority; Mr. Kuok Khoon-hua, Chairman and Chief Executive Officer of Kerry Properties Limited, the Bank's joint-venture partner for the development of BEA Tower; Dr. David Li, Executive Chairman of BEA; Professor Arthur Li, Deputy Chairman of BEA; and Mr. Adrian Li and Mr. Brian Li, Co-Chief Executives of BEA. Also joining the inauguration were the board of directors and executives of the Bank and Bank of East Asia (China) Limited (“BEA China”), and officials of Qianhai Authority and other Chinese Mainland government bodies.

In a pre-recorded video message, Mr. John KC Lee, Chief Executive of the HKSAR, said, “The HKSAR Government attaches great importance to strengthening and leveraging Hong Kong's competitive edge in financial services. Hong Kong's internationalised market, product offerings and talent pool can make proactive contributions to the financial liberalisation and innovation of the GBA not only in such established sectors as securities, banking, insurance, and asset management, but also in the emerging fields of green finance and fintech. I encourage BEA to capitalise on the immense opportunities presented by the development of Qianhai to continue to play an active role in the development of the GBA and contribute to our nation's high-standard opening up as a home-grown Hong Kong business.”

Mr. Paul Chan Mo-po, Financial Secretary of the HKSAR Government, said, “Qianhai is a major cooperation platform for the Guangdong-Hong Kong-Macao Greater Bay Area, holding a frontier position for national reform and opening up. It is an important national initiative to support Hong Kong's economic and social development, enhance the level of cooperation between Guangdong, Hong Kong, and Macao, and construct a new layout of opening up. In this new era and journey of China's modernisation for building a strong nation, Guangdong, Hong Kong, and Macao are strengthening their co-development and speeding up the formation of a new system for good-quality, highly efficient modern service industry.

Mr. Wang Qiang, Member of the Standing Committee of the Shenzhen Municipal Committee of the CPC, said, “This year marks the 75<sup>th</sup> anniversary of the founding of the People’s Republic of China, and is also a crucial year for achieving the objectives and initiatives outlined in the 14<sup>th</sup> Five-Year Plan. Shenzhen will focus on driving economic development and high-quality growth to spur the creation of an economic hub with greater global influence and a modern international metropolis. We hope BEA will continue to play an increasing role in the economic and social development of Shenzhen, fully leveraging the synergies of cross-boundary collaboration.”

Mr. Adrian Li, Co-Chief Executive of BEA, commented, “The official inauguration of BEA Tower represents a milestone for our business development in the region. This building will serve as our strategic hub for the GBA, facilitating closer collaboration between members of the BEA Group and enabling us to provide more seamless cross-boundary services to our customers.”

Mr. Brian Li, Co-Chief Executive of BEA, said, “BEA has always been a supporter of the continuous development of Qianhai. Among our key business segments in the GBA, we have established our presence in securities, investment, asset management, and fintech in Qianhai. BEA Tower demonstrates our unwavering confidence in the prospects of the economy and business in the Chinese Mainland.”

BEA Tower has 18 floors and 5 underground levels. It houses BEA China’s flagship Shenzhen Branch, a fintech innovation centre cum startup collaboration platform – **BEAST** (which stands for BEA + Startups), a Data Lab and other BEA subsidiaries.

With a recognised presence across all 9 GBA cities in the Mainland, BEA offers a comprehensive range of cross-boundary banking services by leveraging its onshore and offshore platforms to meet the needs of personal and corporate customers.

In addition, BEA is committed to advancing innovation and supporting a vibrant fintech ecosystem in the region. **BEAST**, BEA’s fintech platform that was first established in Hong Kong in September 2022, has expanded its reach to Qianhai. Launched in October 2023, Qianhai **BEAST** enables the Bank to connect with the wealth of talent and expertise in Shenzhen’s thriving fintech community. **BEAST** Qianhai benefits BEA and its customers with co-created solutions, while also facilitating broader regional collaboration.

BEA continues to strengthen its capabilities with innovative solutions. Its refreshed brand identity reflects the sustainable, digital-led and customer-centric bank that BEA is today and its commitment to empowering its customers to manage their financial well-being.

## 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 30<sup>th</sup> 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 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](http://www.hkbea.com).

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\*This press release is sent by Edelman Hong Kong on behalf of BEA

Officiating guests at the BEA Tower Inauguration in Qianhai, Shenzhen:



Mr. Paul Chan Mo-po, Financial Secretary of the Government of the HKSAR (5<sup>th</sup> from the left);

Mr. Wang Qiang, Member of the Standing Committee of the Shenzhen Municipal Committee of the Communist Party of China (“CPC”), Director-General of the United Front Work Department of the Shenzhen Municipal Committee of the CPC (4<sup>th</sup> from the right);

Mr. Lv Feng, Deputy Director-General of the Economic Affairs Department of the Liaison Office of the Central People's Government in the HKSAR (3<sup>rd</sup> from the right);

Dr. Tong Shi-qing, Deputy Director General of the Guangdong Financial Supervisory Authority (2<sup>nd</sup> from the right);

Mr. Arthur Yuen, Deputy Chief Executive, Hong Kong Monetary Authority (3<sup>rd</sup> from the left);

Mr. Kuok Khoon-hua, Chairman and Chief Executive Officer of Kerry Properties Limited (2<sup>nd</sup> from the left);

Dr. David Li, Executive Chairman of BEA (5<sup>th</sup> from the right);

Professor Arthur Li, Deputy Chairman of BEA (4<sup>th</sup> from the left);

Mr. Adrian Li, Co-Chief Executive of BEA (1<sup>st</sup> from the left) and

Mr. Brian Li, Co-Chief Executive of BEA (1<sup>st</sup> from the right)



Mr. Paul Chan Mo-po, Financial Secretary of the Government of the HKSAR (middle), Dr. David Li, Executive Chairman of BEA (2<sup>nd</sup> from the right), Professor Arthur Li, Deputy Chairman of BEA (2<sup>nd</sup> from the left), Mr. Adrian Li, Co-Chief Executives of BEA (1<sup>st</sup> from the left) and Mr. Brian Li, Co-Chief Executives of BEA (1<sup>st</sup> from the right) took picture with the dancing lions.



Officiating guests, BEA and BEA China Board of Directors and management, along with other honourable guests, attended the Official Inauguration of BEA Tower in Qianhai, Shenzhen.

## **Appendix 1**

### **BEA TOWER, QIANHAI**

BEA Tower, located in Qianhai, Shenzhen, is BEA's strategic hub for business development in the Greater Bay Area.

#### **Background:**

In 2016, The Bank of East Asia, Limited ("BEA"), Kerry Holdings Limited ("KHL") and Kerry Properties Limited ("KPL") jointly won the land tender from the Qianhai Authority for the site of T7 BEA Tower, T8 office of Kerry Centre Qianhai and JEN Hotel. The groundbreaking ceremony of the project took place in April 2017 and it was officially completed in September 2022.

BEA Tower houses BEA China's Flagship Shenzhen Branch, Fintech innovation centre cum startup collaboration platform – **BEAST**, Data Lab and some of its subsidiaries. Currently, the BEA Tower accommodates nearly 500 employees, with around 300 from BEA.

#### **Location:**

BEA Tower, T7, Qianhai Kerry Centre, 399 Qianwan 1st Road, Nanshan Sub-District, Qianhai Shenzhen-Hong Kong Cooperation Zone, Shenzhen, China

#### **Gross Floor Area:**

18 levels (including 1/F Lobby) and 5 underground levels (car park and retail), with total gross floor area of approximately 42,700 square metres

- BEA and its subsidiaries occupy 7 floors in total (2/F to 8/F)
- The other 10 floors (9/F to 18/F) are for lease

#### **Accessibility:**

Close to Qianwan Station of Shenzhen Metro (Line 5 and Line 9), which is just an 8-minute walk to BEA Tower. An underground link between Qianwan Station and BEA Tower is under construction

#### **Architecture and Design:**

The building's exterior design draws inspiration from ancient Chinese dragons, with windows arranged in a layered and overlapping pattern resembling their scales. This design also helps enhance energy efficiency and reduce the impact of sunlight exposure.

Additionally, BEA Tower's streamlined architecture seamlessly blends with the surrounding environment, complementing the nearby mountains in the northeast and Qianhai Bay in the southwest.

#### **Sustainability:**

A) Green building-related:

- Adopt eco-friendly, toxic-free and low VOC building materials that adhere to international green standards
- Procure low-carbon furniture that adhere to Green Guard standards
- Install green soundproofing system
- Adopt an 18 metre-obstacle-free perimeter design to maximise natural light

- Use openable windows on four sides of the facade to enhance natural ventilation of indoor environment
- Use low-E glass on the facade to improve thermal efficiency and reduce UV radiation
- Green roof garden provides rest areas to enhance wellbeing of colleagues and workers

B) Green office-related:

- Install smart lighting fixtures equipped with daylight and motion sensors to minimise energy use
- LED lighting zoning with independent controls
- Adopt low-carbon air conditioning and filter system to conserve electricity
- Procure equipment and appliances with the ENERGY STAR label to achieve greater energy savings
- Use water-efficient equipment and devices in pantries and washrooms
- Use drinking water dispensers connected directly to water source to replace bottled water

**Environmental Ratings:**

- LEED CS Platinum
- WELL Core Gold
- China's "Three Star" Green Building Label

**Key Parts of the BEA Tower:**

Part / Floor	Details	Photos for download
The Exterior	The exterior design draws inspiration from ancient Chinese dragons, with windows arranged in a layered and overlapping pattern resembling their scales. This design also helps enhance energy efficiency and reduce the impact of sunlight exposure	
1/F	Lobby of BEA Tower	

<p>2/F</p>	<p>Flagship Shenzhen Branch of BEA China</p> <ul style="list-style-type: none"> <li>It oversees 7 sub-branches, 4 in Shenzhen and another 3 in Huizhou, Dongguan and Shantou respectively</li> </ul>	
<p>6/F</p>	<p>Fintech innovation centre cum startup collaboration platform – <b>BEAST</b>, which stands for “BEA + Startups”, is BEA’s fintech platform that inspires innovative co-creations and collaborations among startups and industry partners, with the aim of promoting the development of digital transformation and applications</p> <p>Data Lab creates data-driven financial services to serve cross-boundary customers, and connects <b>BEAST</b> to provide data verification services for startups</p>	 <p>Fintech innovation centre cum startup collaboration platform – <b>BEAST</b></p>  <p>Data Lab</p>

BEA Union Investment Management (Shenzhen) Limited and East Asia Qianhai Securities Company Limited have also moved into the BEA Tower.

## Appendix 2

### Fintech Innovation Centre cum Startup Collaboration Platform – BEAST and Data Lab

#### Background

Fintech innovation centre cum startup collaboration platform – **BEAST**, introduced in 2022 on the 26<sup>th</sup> floor, BEA Tower, Kwun Tong, Hong Kong, is more than a co-working space. It stands for “BEA + Startups”, namely BEA’s fintech platform that inspires innovative co-creations and collaborations of the Bank with startups and industry partners, with the aim of promoting the development of digital transformation and applications.

Since its establishment, **BEAST** has collaborated with 8 local and global fintech companies, 66 startups and tech companies on 111 fintech projects, including 30 proof-of-concept (PoC) projects. **BEAST** has expanded into Qianhai, serving as a key part of BEA’s digital transformation and a cradle for fintech talent.

#### Objectives of BEAST in Qianhai

- Establish a bridge for joint cooperation between Shenzhen and Hong Kong: **BEAST** will bring in outstanding technology startups from both cities and help them go out.
- Help young entrepreneurs in the Greater Bay Area: The Bank of East Asia (China) Limited (“BEA China”) and HKAI Lab will utilise their own strengths to empower young people in the Greater Bay Area to innovate and start businesses.
- Foster talent flow: BEA will serve as a bridge for the development and exchange of talents between Hong Kong and the Chinese Mainland, and to facilitate the integration of Hong Kong and Macau youth into the development of the Greater Bay Area.

#### Startups in BEAST in Qianhai

##### *Chinese Mainland startup:*

- **Proxverse Technology**, a cutting-edge intelligent process management platform, boasts an industry-leading process database that was developed in-house and is able to mine tens of billions of data points in less than a second. The company has successfully implemented many use cases with BEA China, particularly in the realms of batch processing and middle to back-end operations.

##### *Hong Kong startups brought into the Mainland:*

- **Datago Technology**, a fintech startup with a primary focus on Chinese financial text analytics, excels in transforming unstructured data, including capital market-related news, announcements, and social discussions, into analysable data. This data is then applied to enhance customers’ investment research and risk management capabilities. BEA is currently exploring potential collaborations with Datago Technology, particularly in areas like credit reporting automation.
- **Eureka FinTech**, a fintech startup that integrates big data, private data, and internal bank data based on AI and graphic technology. It empowers customers in undertaking Know Your Customer and is currently exploring cooperation with BEA China in this field.

- **Kirisame RegTech**, a regtech company that allows customers to simulate their risk resistance capabilities under various scenarios on the comprehensive stress testing platform, such as liquidity crises and global financial crises. Customers can then make strategic decisions based on these simulations. BEA is currently exploring cooperation with Kirisame RegTech in this area.

#### **Cross-boundary Fintech Collaborations**

- **Fano Labs'** AI speech recognition and speech-to-text technology are used to analyze the recorded conversations between relationship managers and customers, improving sales surveillance. This solution was first adopted in BEA Hong Kong and is currently being introduced to BEA's customer service centre in Guangzhou.
- **OpenHive** is currently conducting the first phase of PoC with BEA Hong Kong and BEA China for its cross-boundary data and document verification platform. After the platform is built, it will help expand cross-boundary services for businesses and individuals.

#### **Data Lab**

Data Lab is a part of the "GBA Digital & Innovation Lab" established by BEA China in 2022, aiming to drive data-driven cross-boundary financial services, and connect with **BEAST** to provide data verification for startups.