

For Immediate Release

**BEA Launches BEA Mobile
Brand-New App for Retail Customers Takes Everyday Banking to a New Level**

Hong Kong, 22nd February, 2024 – The Bank of East Asia, Limited ("BEA" or "the Bank") announces the launch of BEA Mobile, its new mobile banking application. Redesigned from the ground up with a focus on customers' daily needs, the app takes care of their financial requirements at any moment. With its brand-new interface and personalised functions, BEA Mobile delivers a superior digital experience.

Ms. Shirley Wong, General Manager and Head of Personal Banking Division at BEA, said, "Digitalisation is a key part of the retail banking business roadmap, in line with the Group's overall development strategy. We are committed to enhancing our digital banking services, such as mobile account opening, digital wealth management, and processing everyday financial transactions. Paramount in this commitment is optimising the customer experience. As of the end of last year, up to 75% of all-in-one account customers had activated our digital platforms, with close to 80% of them being affluent customers. Overall, there was a 38% year-on-year increase in financial transactions through mobile channels. This is indicative of the strong market demand for digital financial services."

Ms. Elaine Wong, Head of Channel & Transaction Management Department at BEA, added, "With its simple, user-friendly interface and customised functions, the upgraded BEA Mobile app streamlines day-to-day financial management. The newly added "Challenge Mission" function offers the chance to win rich rewards by completing simple tasks."

BEA Mobile provides a comprehensive suite of wealth management services which add flexibility to the creation of a portfolio, thanks to up to 14 investment functions, including trading stocks, unit trusts, linked deposits, and foreign currencies. The "Fund Portfolio Builder" intelligently shortlists funds that are suitable for the customer to build a personalised fund portfolio. The all-new "Wealth Portfolio" gives customers a holistic overview of their assets at a glance.

For daily banking needs, customers not only can personalise the user interface of BEA Mobile by creating shortcuts for frequently performed tasks such as transfers and remittances, they can also re-arrange the sequence of their accounts, so that balances and summaries of specific accounts are easier to see. In addition, they can instantly buy travel protection insurance, exchange foreign currencies 24/7 and open all-in-one accounts directly through BEA Mobile.

BEA Mobile marks an important milestone in the digitalisation of retail banking at the Bank. BEA is committed to driving digital development and providing customers with innovative, convenient digital financial services and an optimised customer experience.

Investment involves risk.

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\$860.4 billion (US\$110.1 billion) as of 31st December, 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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Media enquiries:

Ms Judy Kwan
Head of Corporate Communications
The Bank of East Asia, Limited
Tel: (852) 3608 5830
Email: kwanjtm@hkbea.com

Ms Kaman Ho
Senior Corporate Communications Manager
The Bank of East Asia, Limited
Tel: (852) 3608 0213
Email: hokkm1@hkbea.com

Appendix



The New BEA Mobile
Your Trusted Wealth Companion

Wealth Growth | Customisation | Challenge Mission
Everyday wealth management at your fingertips.
BANK ON IT.


Download
Now

 **BEA 105** | Live every moment
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Investment involves risks.

The All-New BEA Mobile Delivers All-Round Financial Management To Your Fingertips

1. Up to 14 investment functions

- Greater flexibility in creating investment portfolios thanks to a diverse range of 14 investment functions, including stock trading, unit trusts, unit trusts monthly investment plans, Fund Portfolio Builder, time deposits, currency exchange, foreign exchange margins trading, foreign exchange option margins trading, precious metals margins trading, 4 types of linked deposits, and gold.
- "Fund Portfolio Builder" intelligently assesses each customer's individual investment objective, investment time horizon, and risk tolerance to shortlist suitable funds to enable them to build a personalised fund portfolio easily.
- Comprehensive overview at a glance of all investments, insurance covers, loans and MPF assets, making it easy for customers to manage each transaction and to meet every financial need.

2. Personalised Interface

- The sequence of accounts can be adjusted in accordance with personal preferences and shortcuts can be created to frequently used functions, to achieve a personalised financial management experience.

- Data analysis is smartly combined with customer preferences to deliver promotional offers and the latest market updates to customers, ensuring that the received information and services are more personalised.

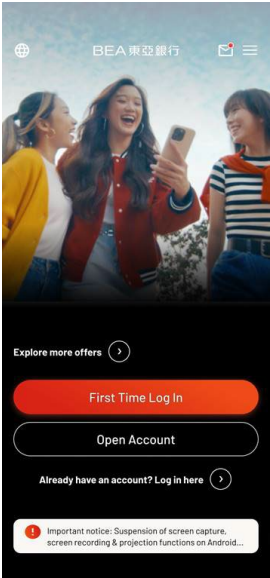
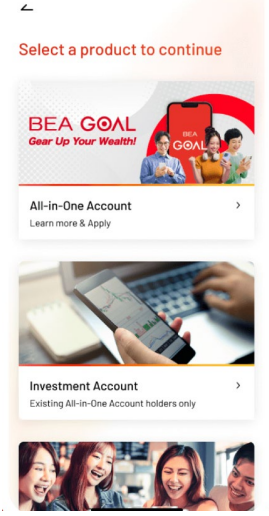

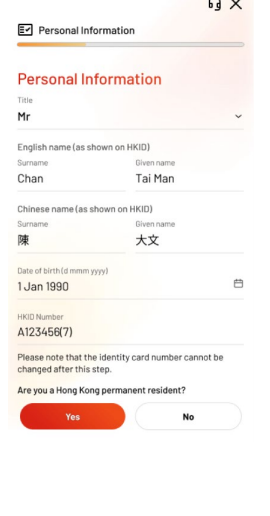
3. 24/7 Currency Exchange

- Foreign currency exchange in real-time, allowing customers to seize global investment opportunities.

4. Innovative Challenge Mission

- Take on missions individually or as a group to win abundant prizes.

5. All-in-one Account and Investment Account Opening

			
<p>Tap on "Open Account" under the "First Time Log In" button on the main page.</p>	<p>Select an account type.</p>	<p>Verify identity: Scan your Hong Kong permanent resident identity card and take a selfie.</p>	<p>Enter personal information and set password.</p>

Download BEA Mobile from the "App Store", "Google Play™", or "App Gallery".

