

For Immediate Release

BEA Launches the "Talent Privilege Programme"

Establishing Itself as a Wealth Management Partner for Customers

Hong Kong, 27th March, 2024 – The Bank of East Asia, Limited ("BEA" or "the Bank") announces the launch of its "Talent Privilege Programme" ("the Programme") to cater for the needs of talent and their family members settling in Hong Kong. The Programme provides selected customers with comprehensive wealth management services including cash rebates on mortgages as well as offers for medical protection and life insurance plans.

"Cross-boundary banking service is a strategic focus of BEA. The Bank's cross-boundary business has grown significantly, with a nearly 40% increase in the number of new accounts since the boundary reopening. The launch of successive schemes to attract Chinese Mainland talents to Hong Kong has driven the demand for cross-boundary wealth management services and opened up new opportunities for us to grow our high-net-worth customers. The Bank endeavours to become the wealth management partner of talent settling in Hong Kong, by offering them a whole host of services and offers, such as CNY remittance, mortgages and insurance plans" said Ms. Shirley Wong, General Manager and Head of Personal Banking Division of BEA.

The "Talent Privilege Programme" services include a priority account opening appointment service, mortgage cash rebates, offers for medical protection plans and premium discount or refund on selected life insurance plans¹, remittance fee waivers, mortgage hotline, generous welcome offers, and a free children's education consultation service².

¹ The Bank of East Asia, Limited ("BEA"), being registered with the Insurance Authority as a licensed insurance agency, acts as an appointed licensed insurance agent for AIA International Limited (Incorporated in Bermuda with limited liability) ("AIA"). The above insurance plan is a product of AIA but not BEA and the insurance plan is underwritten by AIA.

² Free education consultation services are provided by third-party providers. Benefits or rewards from third-party suppliers are subject to the terms specified by the supplier. The Bank is not the supplier of the relevant benefits or rewards and does not make any representations or warranties regarding the services, products, quality and availability of the benefits or rewards provided by the suppliers, and is not responsible for any losses or liability arising from the use of the benefits or rewards or services provided by the suppliers. The Bank is not responsible for any matters arising out of or related to the benefits or rewards provided by the suppliers. Any inquiries or complaints regarding benefits or rewards should be directed to the relevant supplier. The Bank does not assume any responsibility.

BEA also offers a wide range of cross-boundary financial services, and has set up 11 Cross-Border Wealth Management Service Centres across districts for customers to open accounts in a comfortable setting with dedicated relationship managers who can provide tailor-made financial solutions. After successfully opening an account, qualified customers can use the newly upgraded BEA Mobile and BEA Online platforms to manage their day-to-day finances and conduct investment transactions anytime, anywhere, while receiving the latest market analyses.

For information about the Bank of East Asia's "Talent Privilege Programme", please visit the website: www.hkbea.com/en/talents or call the "Talent Privilege Programme" priority account opening appointment service hotline at (852) 2211 1833.

About The Bank of East Asia, Limited

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.

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.

The above offers are subject to the relevant terms and conditions. Please check with BEA staff or read the relevant promotional flyers.

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