

For Immediate Release**BEA Unveils Latest Advertising Campaign for SupremeGold and SupremeGold Private**

Brand Ambassador Ms. Joey Yung Shares the Essence of Leading a Wealthy Life

Hong Kong, 23rd April 2024 – The Bank of East Asia, Limited ("BEA" or "the Bank") is launching a new advertising campaign for SupremeGold and SupremeGold Private, targeting affluent and high-net-worth customers. The campaign delves into the essence of wealth while demonstrating how BEA delivers on its brand promise of providing tailored wealth management solutions to customers. The Bank is also delighted to announce Ms. Joey Yung as its brand ambassador for SupremeGold and SupremeGold Private.

Mr. Adrian Li, Co-Chief Executive of BEA, said, "Through SupremeGold and SupremeGold Private, BEA provides our affluent and high-net-worth customers with professional wealth management solutions. In recent years, we have invested significantly to enhance our digital services, upgrade our wealth and advisory team, and ensure a seamless cross-boundary banking experience. We aim to serve the holistic wealth management needs of our customers, no matter where they are or how they choose to bank with us"

To better understand the wealth management needs of affluent and high-net-worth clients, and their perceptions of a "Wealthy Life", BEA invited more than 500 individuals aged between 35 and 55, each with total liquid assets of HK\$1 million or above to take part in the "Life of Affluence" survey¹. The results reveal that:

- Only 51% of respondents considered themselves wealthy.
- 78% of respondents agreed that wealth goes beyond the mere accumulation of capital.
- 87% of respondents believed that wealth means having the freedom to plan their own time and explore life with ease; 85% expressed a strong desire to invest in personal growth and self-fulfilment; and 79% wished to spend more quality time with their loved ones.

¹ The survey was conducted in February 2024 by an independent market research company, and interviewed 545 respondents aged between 35 and 55 with liquid assets of HK\$1 million or more in Hong Kong.

Ms. Shirley Wong, General Manager and Head of Personal Banking Division at BEA, said, "The survey has further deepened our understanding of the challenges and expectations of affluent clients regarding their financial needs. Harnessing these insights, we have specially designed financial products and services that cater to customers' evolving requirements across different life stages. These solutions empower them to seize investment opportunities, accumulate wealth, and most importantly, prepare them for the future while freeing up more time to pursue their passions and priorities. The 32% year-on-year increase we have seen in the number of SupremeGold Private customers as of March this year demonstrates the public's trust and confidence in our wealth management services."

SupremeGold and SupremeGold Private key features include:

- A dedicated team of experienced relationship managers and financial planners to help customers stay abreast of market conditions and build a diversified investment portfolio.
- BEA's account opening attestation service at Hong Kong branches lets customers apply a Mainland Personal Bank Account.
- BEA Mobile offers up to 14 investment functions, adding flexibility to portfolio creation.
- Receive up-to-date market trends and promotional offers leveraging advanced data analytics.
- There are 44 SupremeGold Centres/SupremeGold Private Centres and 11 Cross-boundary Wealth Management Service Centres in Hong Kong, in addition to a Mobile RM Hub, allowing customers to meet with a team of expert consultants at their convenience.
- The BEA SupremeGold World Mastercard and CENTENNIAL World Elite Mastercard, offer an extensive range of travel, dining and shopping rewards, and exclusive privileges.

From now until 30th June, 2024, new customers can enjoy account opening rewards of up to HK\$3,200 when opening a SupremeGold account and depositing a designated amount, or up to HK\$25,000 when opening a SupremeGold Private account.

For more details, please visit the www.hkbea.com/supremegold or www.hkbea.com/SGP. Customers can also contact the SupremeGold Privilege Hotline on (852) 2211 1122 or SupremeGold Private 24-hour Privilege Hotline on (852) 2211 1188.

To borrow or not to borrow? Borrow only if you can repay!

All promotional offers mentioned above are subject to terms and conditions.

Photo Captions:



Photo 1: Mr. Adrian Li, Co-Chief Executive of BEA, delivers the opening remarks at today's press event.



Photo 2: Mr. Adrian Li, Co-Chief Executive (middle) and Ms. Shirley Wong, General Manager and Head of Personal Banking (1st from left) and Ms. Joey Yung, Brand Ambassador (1st from right) join the press event.

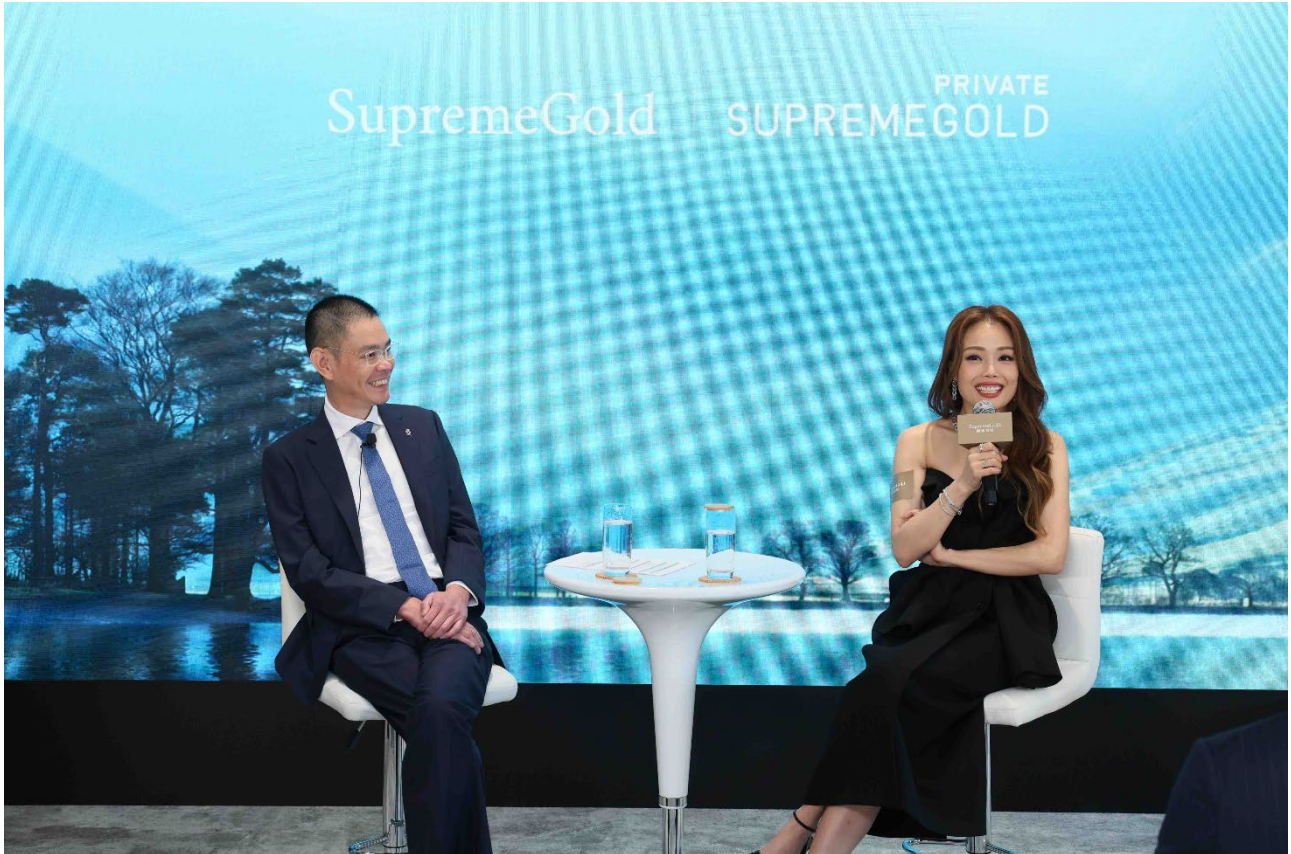


Photo 3: Mr. Adrian Li, Co-Chief Executive (left) and Brand Ambassador Ms. Joey Yung (right) share wealth management insights and views on attaining a wealthy life.



Photo 4: Ms. Joey Yung, Brand Ambassador and BEA customer, showcases the core wealth management services offered by BEA in the latest brand advertisement.

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, with total consolidated assets of HK\$860.4 billion (US\$110.1billion) as of 31st December, 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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Appendix

SupremeGold and SupremeGold Private key features include:

Bespoke Financial Solutions from a Dedicated Wealth Management Team

- Dedicated team of experienced Relationship Managers and financial planners, including investment and insurance experts and cross-boundary specialists, who provide in-depth analysis to help customers build a diversified investment portfolio.
- Dedicated Relationship Managers who regularly review customers' financial goals and provide timely advice to keep them abreast of market conditions. Customers can also access the latest market information through the BEA website, BEA Mobile and social media platforms.

Extensive Outlets with Comprehensive Coverage in the GBA

- Customers can apply a Mainland Personal Bank Account at a Hong Kong branch through account opening attestation service.
- BEA has a strong presence in Greater China, operating over 120 outlets, covering all 9 Mainland cities in the GBA plus Hong Kong and Macau (9+2 cities).

Personalised Mobile Banking Experience

- BEA Mobile offers up to 14 investment functions, adding flexibility to portfolio creation. The all-new "Wealth Portfolio" overview gives customers a holistic view of their assets at a glance.
- Customers can personalise the user interface and function shortcut keys to enjoy a unique financial experience.
- By employing customer-centric analytics and a thorough assessment of customer preferences, the intelligent system proactively notifies customers about the latest market trends and promotional offers, ensuring that the received information and services are more personalised.

Exclusive Banking Centres Located Throughout Hong Kong

- With 44 SupremeGold Centres/SupremeGold Private Centres and 11 Cross-boundary Wealth Management Service Centres in Hong Kong, customers can meet with a team of expert consultants for a wide range of financial services. Moreover, the new Mobile RM Hub lets customers arrange meetings with relationship managers at their preferred branch.

Extraordinary and Elevated Experiences for the Most Distinguished Clients

- The SupremeGold World Mastercard and the BEA CENTENNIAL World Elite Mastercard exclusive to SupremeGold customers and SupremeGold Private customers respectively, offer an extensive range of travel, dining and shopping privileges. Customers can enjoy complimentary or exclusive access to airport lounges and airport limousine services worldwide.