

For Immediate Release

BEA Officially Opens its Harbour City SupremeGold Centre
*New Centre Provides Comprehensive Local and Cross-Boundary
Wealth Management Services*

Hong Kong, 13 June 2024 – The Bank of East Asia, Limited ("BEA" or "the Bank") has today officially opened its Harbour City SupremeGold Centre ("the Centre"). The Centre features an all-new design with enhanced facilities, providing a superior level of service to the Bank's SupremeGold and SupremeGold Private customers throughout the region.

Mr. Adrian Li, Co-Chief Executive of BEA, said, "This SupremeGold Centre is BEA's new hub in Tsim Sha Tsui. Conveniently located in Harbour City, it offers a comfortable environment for customers from Hong Kong and the Chinese Mainland to discuss their wealth management needs with our financial experts. In the first quarter this year, we saw good growth in demand for cross-boundary services, with a 50% increase in the number of southbound clients and a 60% rise in related assets under management. We shall continue to enhance our omni-channel service platform to serve customers throughout the Greater Bay Area, enabling them to grow their wealth and live life to the full."

The Centre has a clean, modern design, integrating natural elements with environmentally-conscious materials to create a refined and relaxing atmosphere. Aligned with BEA's new brand commitment to help customers "Live Every Moment", the new Centre aims to cater to the diverse needs of customers at different life stages.

Well-equipped meeting rooms allow individual and family customers to meet with Relationship Managers in privacy, and learn more about the Bank's comprehensive range of wealth management and cross-boundary financial services. Meanwhile, dedicated multi-purpose spaces are available for customer events and seminars, fostering greater communication and engagement.

Besides optimising its branch network, the Bank has also invested in innovative fintech solutions to enhance service quality. The recently upgraded BEA Mobile app allows customers to easily manage their investment portfolios and handle everyday banking transactions. Following the launch of the new app, there has been a notable rise in usage, with 42% year-on-year growth in the number of mobile financial transactions in the first quarter.

During the promotional period, customers who visit the Harbour City SupremeGold Centre and join SupremeGold can receive welcome rewards of up to HK\$3,200 and other exclusive offers.

The Harbour City SupremeGold Centre is located at Shop 2309, 2/F, Gateway Arcade, Harbour City, 3 – 27 Canton Road, Tsim Sha Tsui, Kowloon. The Centre operates 7 days a week with the following opening hours: Monday to Saturday: 9am to 5pm; Sunday: 1pm to 5pm

All promotional offers mentioned above are subject to terms and conditions. For more details, please refer to www.hkbea.com.

Investment involves risks. To borrow or not to borrow? Borrow only if you can repay!

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 31 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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Photo Captions:

Photo 1: Dr. the Hon. David Li Kwok-po, Executive Chairman (Centre), Professor the Hon. Arthur Li Kwok-cheung (5th from right), Dr. Allan Wong Chi-yun (5th from left), Dr. the Hon. Rita Fan Hsu Lai-tai (4th from right), Dr. the Hon. Henry Tang Ying-yen (4th from left), Mr. Winston Lo Yau-lai (3rd from right), Mr. Aubrey Li Kwok-sing (3rd from left), Dr. Francisco Javier Serrado Trepas (2nd from left), Mr. Stephen Li (2nd from right), Mr. Adrian Li, Co-Chief Executive (1st from left) and Mr. Brian Li, Co-Chief Executive (1st from right) hold a ribbon-cutting ceremony for the Harbour City SupremeGold Centre.



Photo 2: Directors of BEA, Branch Manager of the Harbour City SupremeGold Centre (6th from left), and District Manager (6th from right) toast at the inauguration.

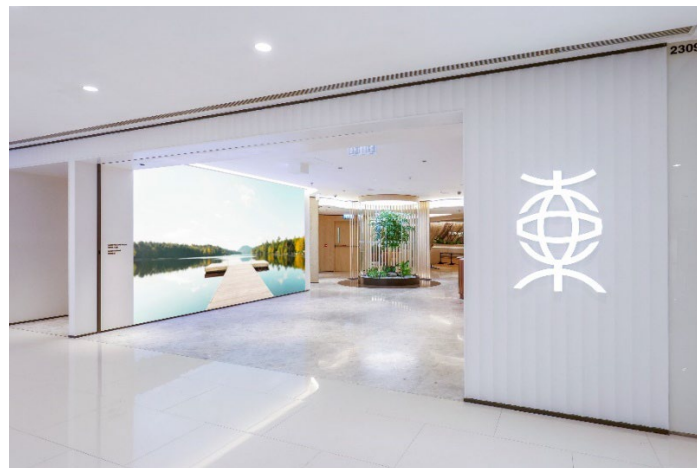


Photo 3: The newly unveiled SupremeGold Centre, strategically located at Harbour City in Tsim Sha Tsui, is convenient for customers residing in the GBA or those frequently commuting between the Chinese Mainland and Hong Kong.



Photo 4: The waiting area of the Harbour City SupremeGold Centre has a modern and clean design. It also has dedicated multi-purpose spaces for customer events and seminars, fostering greater communication and engagement.



Photo 5: Well-equipped meeting and conference rooms provide SupremeGold and SupremeGold Private customers and their families with a suitable environment for private consultations.



Photo 6 & 7: The Harbour City SupremeGold Centre has 6 meeting rooms, including a dedicated SupremeGold Private meeting room, allowing BEA's team of experts to offer personalized wealth management solutions to customers.