For Immediate Release

BEA Receives "Bank of the Year" Recognition at Bloomberg Businessweek (Chinese Edition) Financial Institutions 2024

Retail Banking Excellence Recognised and Commended

Hong Kong, 5 July 2024 — The Bank of East Asia, Limited ("BEA" or "the Bank") has been recognised with several prestigious accolades at Financial Institutions 2024 organised by Bloomberg Businessweek (Chinese Edition). In addition to being named "Outstanding" in the categories of Bank of the Year and Premium Segment Client Service, BEA secured the highest distinction – "Excellence" in the Customer Engagement category. The awards are a great affirmation of the strategic focus of the Bank's retail banking, as well as its unwavering client-centric principle.

Ms Shirley Wong, General Manager and Head of Personal Banking of BEA said, "We are honoured to receive these three prestigious accolades, which demonstrate the effectiveness of our overall development strategy. Our Bank has been actively enhancing our digital services, strengthening our wealth management team, and providing seamless cross-boundary banking services. We will continue to strive for excellence to meet the evolving financial needs of our customers at different life stages."

The Bank has always focused on client segmentation, committed to providing wealth management solutions tailored to customer needs and delivering a superior customer experience. We have optimised our network presence and branch positioning strategies to enhance the flexibility and competitiveness of our business. Recently, we have refined our branch network, opening a new and modern SupremeGold Centre in Harbour City, Tsim Sha Tsui, which we believe can draw in even more local and Greater Bay Area target customers. We also introduced Mobile RM Hub, its employed innovative model allows our relationship managers to flexibly meet with customers based on their preferred branch. Coupled with our omni-channel service platform and the upgraded BEA Mobile app, our customers can now enjoy a diverse range of banking services anytime, anywhere, with a consistent experience across all touchpoints.

By refining its retail banking strategy, BEA will keep strengthening its service efficiency and provide its local and cross-boundary customers with comprehensive banking services.

About the Awards

Organised by Bloomberg Businessweek (Chinese edition), Financial Institutions 2024 aims to acknowledge the contribution of Hong Kong financial talent. Entries are evaluated based on market performance, growth, development, and business strategy in the past year.

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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BEA is proud to have received an "Outstanding" award in both the categories Bank of the Year and Premium Segment Client Service, and an "Excellence" award in Customer Engagement at the Bloomberg Businessweek (Chinese Edition) Financial Institutions 2024.