

For Immediate Release**BEA Wins Multiple Accolades on Retail Banking**
Innovative Digital Banking Service Receives Industry Recognitions

Hong Kong, 15 Aug 2024 — The Bank of East Asia, Limited ("BEA" or "the Bank") is pleased to announce that it has been named the "Digital Consumer Banking Initiative of the Year – Hong Kong" and "Mobile Banking and Payments Initiative of the Year – Hong Kong" at the Asian Banking and Finance Retail Banking Awards 2024.

"We are delighted to be recognised for our performance in digital development and retail banking services," said Mr Fritz Chan, Acting Head of Personal Banking of BEA. "Driving digitalisation remains the key focus of retail banking, which is in line with the overall strategic development of the Group. As part of this commitment, earlier this year, we upgraded our banking app - BEA Mobile - to offer enhanced features and personalised digital banking experiences. With the escalating demand for digital financial services, we will continue enhancing our digital channels, while optimising the integration of online and offline access for both local and cross-boundary customers."

BEA was also honoured with several other accolades earlier in the year. At the Asian Banker Hong Kong Awards, the Bank received the "Best eKYC & Digital Account Opening" award. BEA also won the "Best Customer Experience – Hong Kong" and "Best Digital Banking – Hong Kong" at the Global Brand Awards, organised by Global Brands Magazine. These awards serve as a clear testament to the value of BEA Mobile for customers and mark a pivotal milestone in the Bank's digitalisation strategy.

In addition, BEA was named "Best Retail Bank – Hong Kong¹" for the fourth consecutive year by the Global Brand Awards. BEA was further commended at the Bloomberg Business (Chinese Edition) Financial Institutions 2024 Awards, garnering the "Outstanding" award in both the "Bank of the Year" and "Premium Segment Client Service" categories, and secured the highest distinction – "Excellence" in the "Customer Engagement" category. These accolades validate the excellence of the Bank's retail banking. BEA will continue advancing its customer segmentation and strengthening its branch network to align with its omni-channel strategy, with an aim of providing more personalised and diversified wealth management offerings powered by innovative fintech solutions.

¹BEA won the "Best Personal Banking Brand – Hong Kong" and "Best Personal Banking – Hong Kong" awards from 2021 to 2023. These two award categories are equivalent to the "Best Retail Bank of the Year – Hong Kong"

About the Awards

"Global Brands Award" aims to identify and create awareness around the significance of exceptional service delivery and recognise excellent performance.

"The Asian Banker" runs several awards programmes that have emerged within the banking and financial services community as benchmarks against which to measure the performance of the best financial institutions. The Asian Banker Hong Kong Awards recognise competition that is specific to financial institutions; banks and non-banks, in Hong Kong.

"The ABF Retail Banking Awards programme" is an annual recognition of the achievements of Asia-Pacific retail banks and financial institutions that have introduced cutting-edge products, services, and solutions that have made a positive impact to its customers.

"Bloomberg Businessweek 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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Media enquiries:

Ms. Judy Kwan
Head of Corporate Communications
The Bank of East Asia, Limited
T +852 3608 5830
E kwanjtm@hkbea.com

Ms. Kaman Ho
Senior Corporate Communications Manager
The Bank of East Asia, Limited
T +852 3608 0213
E hokkm1@hkbea.com