

For Immediate Release**BEA Officially Launches BEA SmarTrade***Brand-new platform takes securities trading experience to a new level*

Hong Kong, 28 October 2024 – The Bank of East Asia, Limited ("BEA" or "the Bank") today announces the official launch of BEA SmarTrade, a new digital trading platform that provides a one-stop solution for trading Hong Kong and US stocks as well as Chinese Mainland A shares, offering customers a comprehensive and convenient investment experience and empowering them to achieve their financial goals with ease.

Ms Wendy Tsang, General Manager and Head of Wealth Management Division at BEA, said, "Digitalisation is key to the sustainable growth of the Wealth Management business and in line with the Bank Group's overall development strategy. The launch of BEA SmarTrade marks a significant milestone for the Bank, and is a testament to the Bank's commitment to innovation and customer-centricity. Since the pilot of BEA SmarTrade earlier this year, we have seen a 14% increase in the proportion of customers trading securities through the digital platform. With its simple, user-friendly interface and efficient order management system, BEA SmarTrade enables all customers of the Bank to trade stocks seamlessly and effectively."

BEA SmarTrade offers a range of powerful trade execution functions. Customers can enjoy greater flexibility from selecting up to 8 different order types to cater to their personal investment and trading strategies across the three major markets — Hong Kong, the US and Chinese Mainland.

A personalised "Watchlist" feature allows customers to track their favourite stocks, receive important trading alerts, and related news. Real-time market quotes keep customers informed of the latest market movements, enabling them to discover new investment opportunities. The platform also provides a "stock portfolio" function, through which customers can view their investment returns and forecasts at a glance, facilitating investors to optimise their portfolio.

From now until 31 December 2024, customers can enjoy HK\$0 brokerage commission for trading through the BEA SmarTrade Online Trading Platform or BEA SmarTrade Mobile App for the first three months with a maximum brokerage commission rebate up to HK\$4,000*. In addition, customers who successfully complete at least three US stock transactions will be automatically entered in the "US Stocks SmarTrade Mega Lucky Draw"* for a chance to win a laptop or a cash coupon.

Investment involves risk.

*Terms and conditions apply.



BEA SmarTrade is now available for download from "App Store" or "Google Play™"



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, HK\$875.2 billion (US\$112.1 billion) as of 30 June 2024.

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

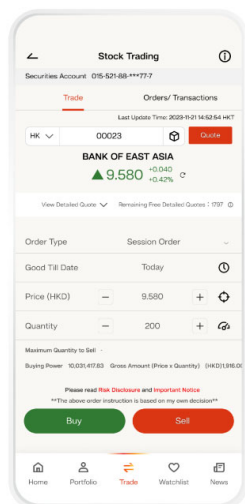
Mr. Mill Seen
Senior Corporate Communications Manager
The Bank of East Asia, Limited
T +852 3608 5829
E seenmsl@hkbea.com

Appendix

BEA SmarTrade - Fulfil your stock investment needs with one app!

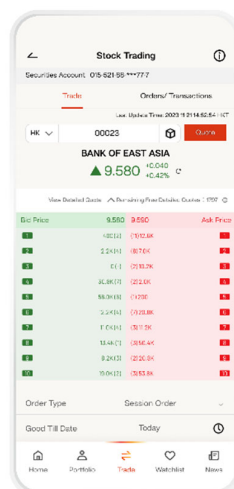
1. Quick trades

Effortlessly execute trades with our intuitive and efficient trade functions



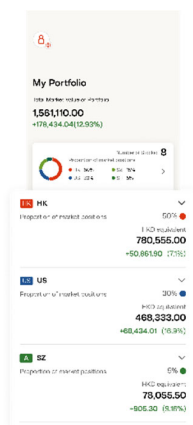
2. Detailed quotes

Stay informed about real-time market dynamics to make wise investment decisions



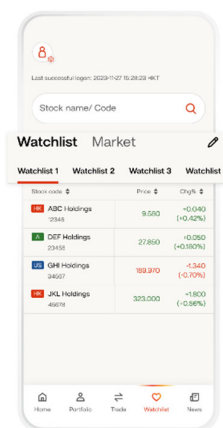
3. Stock portfolio

Easily view your stock investment returns and manage your holdings across 3 major stock markets, enabling you to optimise your investment portfolio's performance



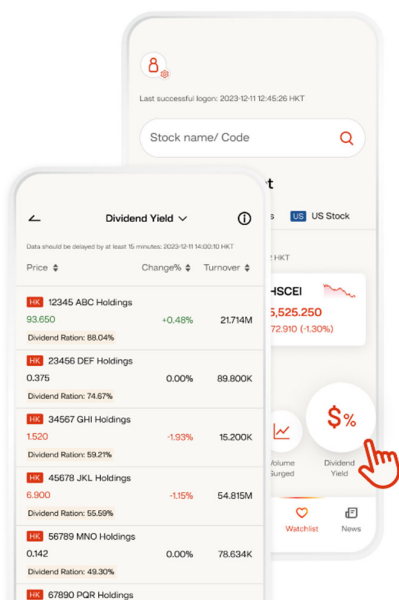
4. Watchlist

Track your favorite stocks in customised groups with our versatile watchlist function and view group dynamics at a glance



5. A wide range of curated stock lists

Discover investment opportunities with our curated and comprehensive stock lists



6. IPO subscription

Keep abreast of the latest IPOs and easily submit online IPO subscription applications

