

For Immediate Release

BEA and St. James' Settlement Co-organise "Financial Literacy Carnival"
Educating Primary Students on Financial Knowledge through Games

Hong Kong, 19 December 2024 – The Bank of East Asia, Limited ("BEA") and St. James' Settlement co-organised the "Financial Literacy Carnival" to promote financial knowledge among primary students. The three-day event took place at BEA Tower in Kwun Tong from 13 to 15 December and featured interactive workshops and game booths with the local cartoon character "McDull". Over 500 primary students, teachers, parents and social workers participated in the carnival.

Mr Brian Li, Co-Chief Executive of BEA and Chairman of BEA's ESG Steering Committee, said, "BEA strives to promote financial education and literacy. At this fun event, our goal is to empower students with financial knowledge and foster healthy money management habits. As advocates of financial well-being, we are committed to investing additional resources to enhance financial education within the business and community sectors."

Ms Josephine Lee, Chief Executive Officer of St. James' Settlement, said, "St. James' Settlement has been actively promoting financial education, believing that the correct concepts of financial well-being need to be cultivated from a young age. We would like to thank BEA for partnering with us in this carnival, allowing students to learn how to manage money and understand important concepts such as saving and smart spending through engaging games, establishing a solid foundation for future financial management."

The "Financial Literacy Carnival" activities centred on four money management topics. The interactive workshops hosted by BEA volunteers and the interesting game booths were designed to help participants differentiate between "Needs and Wants", learn about "Digital Payments", create a "Budget" and protect against "Fraud".

Event highlights



Mr Brian Li, Co-Chief Executive and ESG Steering Committee Chairman of BEA (3rd right), Ms Josephine Lee, Chief Executive Officer of St. James' Settlement (2nd left) and Ms Zoe Lau, General Manager and Group Head of People and Sustainability Division of BEA (2nd right), together with "McMug" (1st left) and "McDull" (1st right), officiate at the event.



Officiating guests are joined by participants.



BEA volunteers share financial tips and interact with the students during the workshops.



Participants learn through different game challenges, fostering parent-child interaction.



Participants take pictures with "McMug" and "McDull".

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\$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 120 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.

The Bank of East Asia Charitable Foundation

Throughout its history spanning over 100 years, BEA has supported a wide range of charitable programmes and events in the communities it serves. In 2009, the Bank established The Bank of East Asia Charitable Foundation ("BEA Foundation") in support of education and to help alleviate the burdens of underprivileged members of society. For more information on BEA's CSR efforts, please visit the Bank's homepage at www.hkbea.com (About BEA / Sustainability / Contributing to Our Community).

About St. James' Settlement

Founded by the Rt. Rev. Bishop R.O. Hall of the Anglican Church in 1949, St. James' Settlement began as a club for boys and girls in a temple in Stone Nullah Lane, Wanchai. It was then developed into a six-storey building on Kennedy Road in 1963 to provide diversified services, including children and youth services, elderly services and rehabilitation services. In 1987, the headquarters was opened in Stone Nullah Lane so that the scope of services could be further extended. Our first centre outside Wanchai (named Central and Western District Elderly Community Centre) was established in 1990. Since then, different service centres have been developed and most of them are located along the north coast of Hong Kong Island, from The Belcher's in Western to Hing Wah Estate in Chai Wan. In recent years, in view of the society's ever-changing needs, we have opened service centres in Kowloon and the New Territories. To date, our 114 service points are in operation across Hong Kong, serving more than 3.5 million person-times, and our target beneficiaries include children, teenagers, families, the elderly and people with disabilities.

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