For Immediate Release

BEA Global Services Centre Officially Opens

Advancing BEA's OneBank Strategy through centralised operations support and continued technology innovation

Hong Kong, 4 March 2025 – The Bank of East Asia, Limited ("BEA" or the "Bank") announces the official opening of BEA Global Services Centre ("GSC"), marking a major milestone in the Bank's transformation journey.

Formerly known as East Asia Digital Services (GuangDong) Co. Ltd. ("EADIS"), GSC has established a strong foothold in two strategic locations, namely Guangzhou and Shenzhen. It has the twin goals of providing efficient centralised support for operations and customer service, and driving technology innovation for members of the BEA Group. This represents a vital part of the Bank's OneBank strategy to offer customers a seamless cross-border financial service experience through close collaboration of its businesses in Hong Kong, the Chinese Mainland, and around the world.

Mr Adrian Li, Co-Chief Executive of BEA, said: "The unveiling of GSC's new identity is much more than just a renaming exercise; it reflects BEA's commitment to becoming a more sustainable, digital-led and customer-focused bank. Established at the heart of the Greater Bay Area, GSC possesses advantages in terms of both geographical location and access to talent, and will offer valuable support for the BEA Group by providing comprehensive professional services."

Initially established as a data processing centre in 2002, over time EADIS evolved to undertake other roles such as a call centre. Now as GSC, it aims to bolster efficiency by executing straight-through processing and streamlining workflows. It also provides scalability to cope with the increasing business needs of the Bank, as evidenced by a five-fold year-on-year increase in nearshore service volume in 2024.

Moreover, GSC serves as an IT Development & Test Centre to strengthen the capabilities of business units through encouraging and enabling the adoption of the latest fintech solutions and AI-powered tools.

Going forward, BEA will continue to invest in initiatives that raise service quality and enhance the customer experience under its OneBank strategy. GSC will play a key role in supporting these initiatives.

Mr Adrian Li, Co-Chief Executive of BEA (fifth from left), Mr Tong Hon-shing, Deputy Chief Executive and Chief Operating Officer (fourth from left), and Mr Kenny Au, General Manager and Head of Operations Division (fifth from right) at the official opening ceremony of GSC.

About The Bank of East Asia, Limited

Incorporated in 1918, The Bank of East Asia, Limited ("BEA") is a leading Hong Kong-based financial services group with total consolidated assets of HK$877.8 billion (US$113.0 billion) as of 31 December 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.

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