BEA 東亞銀行

Press Release 新聞稿

For Immediate Release

BEA Garners Multiple International and Local Awards

Recognised for sustained enhancement of business performance and service quality

Hong Kong, 15 April 2025 – The Bank of East Asia, Limited ("BEA" or "the Bank") is pleased to announce that it has won multiple international and local awards from organisations including Global Brands Magazine, The Asian Banker, The Asset, HK01, and Asian Private Banker.

Mr Adrian Li, Co-Chief Executive of BEA, said, "We are honoured to be recognised for our efforts in various service areas. These accolades, including Asia-Pacific regional awards, underscore the Bank's ongoing commitment to delivering quality online and offline banking services, and our achievements across multiple areas."

Ms Wendy Tsang, General Manager and Head of Wealth Management Division, said, "Being recognised as 'Highly Commended Private Banking – Hong Kong HNW' and 'Highly Commended Private Bank – Next Generation Services' by Asian Private Banker highlights our focus on addressing the evolving needs of high-net-worth clients and engaging with our next-generation customers. We are committed to delivering personalised and cross-generational wealth management solutions while continuously enhancing our platform to ensure every customer can enjoy comprehensive private banking services. By leveraging the expertise of our wealth management team and our enhanced digital platform, we will continue to create enduring value for our clients, and strengthen our market position."

Mr Fritz Chan, General Manager and Head of Personal Banking, said, "We are delighted to be named 'Best Retail Bank – Hong Kong[1]' for the fifth consecutive year by Global Brands Magazine. Under BEA's OneBank strategy, we have actively expanded our cross-boundary wealth management business. By enriching investment choices for our customers in the Greater Bay Area and collaborating with partner banks, we recorded strong customer intake last year, leading to over 60% growth in our southbound cross-boundary client base. At the same time, we launched a series of SupremeGold and SupremeGold Private initiatives, reinforcing our brand positioning and leading to double-digit growth in both client bases. The Asian Banker recognised this performance with their 'Best Digital Brand Campaign in Asia-Pacific' award."

BEA has been investing in technology and digital transformation. In 2024, the Bank launched its new BEA Mobile app and the digital trading platform BEA SmarTrade, both designed to deliver a seamless customer experience. Currently, 84% of retail transactions are conducted via the BEA Mobile app, making the Bank's digital services the primary channel for customers' daily banking transactions. The Asset's 'Best Digital Upgrade – BEA

[1] BEA 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."

Mobile' award recognises BEA's continuous enhancement of its digital banking services. In addition, customers can use BEA SmarTrade to trade and invest with ease in Hong Kong, US, and China A-shares. Both digital platforms experienced notable customer adoption, complementing the Bank's efforts to migrate transactions online.

BEA promotes green and sustainable finance through a range of initiatives, including innovative green and sustainable finance products and advisory services designed to help customers achieve their sustainability goals. Our industry-recognised achievements in this area reflect our commitment. Last year, BEA won the 'Outstanding Award for Green and Sustainable Loan Structuring Advisor (Industrial Sector) – Visionary Green Loan Framework' in the Hong Kong Green and Sustainable Finance Awards organised by the Hong Kong Quality Assurance Agency ("HKQAA"). To facilitate the low-carbon transition for small and medium-sized enterprises, our Wholesale Banking division established a dedicated SME Green and Sustainable Finance ("GSF") Advisory Team in 2024. BEA is committed to achieving net-zero financed emissions by 2050 and fulfilling its corporate social responsibility.

Looking forward, BEA will continue implementing its OneBank strategy and enhance digital banking services to cater to customers' needs for quality banking services. The Bank will focus on diversifying its client base, expanding cross-boundary business, and enhancing customer-centric banking services to become our customers' trusted banking partner.

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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Appendix:

BEA's Retail Banking, Private Banking and Wholesale Banking received the following international and local awards:

	Organiser	Award Name	Award Title
Retail Banking	Global Brands Magazine	Global Brand Awards 2025	• Best Retail Bank of the Year – Hong Kong • Best Digital Banking – Hong Kong • Best Bank for Customer Experience – Hong Kong • Best Marketing Campaign in Retail Banking – Hong Kong • Best Social Media Marketing Campaign in Retail Banking – Hong Kong
	The Asian Banker	Global Excellence In Retail Finance Awards 2025	• Best Digital Brand Campaign in Asia-Pacific
	The Asset	Triple A Digital Awards 2025	• Best Digital Upgrade – BEA Mobile
	HK01	01 Gold Medal Awards 2024	• Outstanding Personal Banking Award • Outstanding Personal Banking Promotion Strategy Award
Private Banking	Asian Private Banker	2024 Asian Private Banker 14th Awards for Distinction	• Highly Commended Private Bank – Hong Kong HNW • Highly Commended Private Bank – Next Generation Services
		2024 Asian Private Banker 7th China Wealth Awards	• Best Private Bank – GBA (Silver Award)

			• Best Private Bank – Next Generation (Silver Award)
	Euromoney	Euromoney Global Private Banking Awards 2025	• Hong Kong's Best for Sustainability
Wholesale Banking	HKQAA	Hong Kong Green and Sustainable Finance Awards 2024	• Outstanding Award for Green and Sustainable Loan Structuring Advisor (Industrial Sector) – Visionary Green Loan Framework

About the Awards

The Global Brands Awards recognise excellence in performance and service delivery across different sectors.

The Asian Banker Global Excellence in Retail Finance Awards recognise exceptional innovation, leadership, and performance in financial institutions, banks, and non-banks, from Asia Pacific, Middle East and Africa, Europe, North and South America.

The Asset Triple A Digital Awards recognise financial institutions and technology firms that have excelled in innovation and developing a unique digital experience for customers across the Asia-Pacific and the Middle East.

01 Gold Medal Awards recognise the most outstanding and impactful Hong Kong enterprises.

The Asian Private Banker Awards for Distinction recognise Asia's preeminent private banks for their annual accomplishments and achievements.

The Asian Private Banker China Wealth Awards recognise outstanding private wealth management institutions and individuals in Greater China for their exceptional service that bring value to China's most affluent individuals, families and their businesses.

The Euromoney Global Private Banking Awards recognise private banking and wealth management institutions worldwide for excellence in service.

Hong Kong Green and Sustainable Finance Awards recognise institutions such as banks and financial service providers for their efforts and contributions in promoting green and sustainable finance.