For Immediate Release

BEA Wins Accolades in Seven Categories at
Bloomberg Businessweek (Chinese Edition) Financial Institutions 2025
OneBank Strategy Drives Excellence in Retail and Wholesale Banking

Hong Kong, 2 July 2025 – The Bank of East Asia, Limited ("BEA" or "the Bank") is pleased to announce that it has received seven accolades at the Financial Institutions 2025 organised by Bloomberg Businessweek (Chinese Edition), affirming the Bank's achievements in both retail and wholesale banking.

Mr Fritz Chan, General Manager and Head of Personal Banking Division, said, "We are honoured to receive the 'Outstanding' award in the 'Bank of the Year' category for the second consecutive year. This recognition underscores our achievements in enhancing digital banking services, implementing our customer segmentation strategy, and expanding cross-boundary business. Last year, the launch of tailored wealth management solutions for high-net-worth individuals drove double-digit growth in the number of SupremeGold and SupremeGold Private customers. These results contributed to the Bank being awarded 'Outstanding' in the 'Asia Pacific High Net Worth Service' category'. "

With customer-centricity in mind, BEA has continued to strengthen its relationship manager team to deliver more personalised wealth management services. The Bank has also rolled out a series of brand marketing campaigns aimed at deepening customer engagement and enhancing brand awareness. These initiatives have not only reinforced the Bank's connection with its customers, but have also earned BEA the highest distinction – 'Excellence' – in both the 'Digital Marketing (Branding)' and 'Clients Engagement' categories.

In addition, BEA has once again received the 'Outstanding' award in the 'SME Engagement (Greater Bay Area)' category. Mr Kelvin Au, General Manager and Head of Wholesale Banking Division, said, "This award is a testament to the success of our OneBank strategy. Last year, our BEA Global Services Centre, located in Guangzhou and Shenzhen, saw a fivefold year-on-year increase in nearshore servicing volume. Together with the commissioning of the BEA Tower in Qianhai, we have established a hub for innovation and centralised customer support, enabling us to deliver innovative and seamless cross-boundary financial services to SMEs in the GBA."

Looking ahead, BEA will continue to leverage synergies and deliver exceptional services, reinforcing our position as a trusted partner to our customers.

About the Awards

Organised by Bloomberg Businessweek (Chinese edition), Financial Institutions 2025 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 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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BEA received multiple accolades at the Financial Institutions 2025 organised by Bloomberg Businessweek (Chinese Edition). (From left) Mr Kenny Au, General Manager and Head of Operations Division of BEA, Mr Fritz Chan, General Manager and Head of Personal Banking Division of BEA, and Mr Kelvin Au, General Manager and Head of Wholesale Banking Division of BEA, attended the Awards Presentation Ceremony.

BEA Retail Banking received the 'Outstanding' award for the 'Bank of the Year' at Bloomberg Businessweek (Chinese Edition) Financial Institutions 2025, and also garnered multiple awards in categories including 'Digital Marketing (Branding)' and 'Clients Engagement'.

Appendix:

BEA's Retail Banking and Wholesale Banking received the following prestigious awards at Bloomberg Businessweek (Chinese Edition) Financial Institutions 2025:

	Award Name	**Award Title**
Retail Banking	Digital Marketing (Branding)	Excellence
	Clients Engagement	Excellence
	Bank of the Year	Outstanding
	Asia Pacific High Net Worth Service	Outstanding
	Integrated Marketing (Branding Promotion)	Outstanding
	Premium Segment Client Service	Outstanding
Wholesale Banking	SME Engagement (Greater Bay Area)	Outstanding