

For Immediate Release

**BEA and Hurun Research Institute
Jointly Release the "BEA · Hurun Wealth Report 2025"**

Insights into the Growth Trends and Evolving Dynamics of High-Net-Worth Families

Hong Kong, 30 June 2026 — The Bank of East Asia, Limited ("BEA" or "the Bank") today announced the joint release of the "BEA · Hurun Wealth Report 2025" in collaboration with the Hurun Research Institute. The report provides an in-depth analysis of growth trends and evolving dynamics among high-net-worth ("HNW") families in China, along with their attitudes and needs in wealth management.

Mr Bi Ming-qiang, Deputy Chief Executive of BEA and Executive Director and Chief Executive of The Bank of East Asia (China) Limited ("BEA China"), said, "We are honoured to partner with Hurun Research Institute to publish this report, which offers a comprehensive analysis of the latest wealth trends among affluent families in China. With China's continued economic growth and steady accumulation of wealth, the high-net-worth individual ("HNWI") segment has grown significantly. The report highlights that the total wealth of affluent households in the country has reached CNY 145 trillion, resulting in higher demand for wealth management services offered by financial institutions. Leveraging our unique advantage of being deeply rooted in Hong Kong while closely connected to the Mainland, BEA will fully implement its OneBank strategy and through collaboration across the Bank, deliver comprehensive and professional wealth management solutions for customers."

Mr Fritz Chan, General Manager and Head of Personal Banking Division at BEA, commented, "The report highlights that asset protection and intergenerational wealth succession have become key priorities for HNWIs in China. This aligns with BEA's 'Your Home for Wealth' value proposition — helping our customers build a 'home' for wealth that can be sustained and passed on across generations, giving them peace of mind. In 2025, the Bank recorded double-digit growth in the number of southbound cross-boundary customers, assets under management, and related income, further affirming the strong recognition of BEA's brand among customers. With 1.7 million affluent and HNW households in the Guangdong-Hong Kong-Macao Greater Bay Area, as reflected in the report, BEA will continue to capitalise on these opportunities and deepen its wealth management business."

Mr Rupert Hoogewerf, Chairman and Chief Researcher of the Hurun Report, said, "We are delighted to partner with BEA in releasing this report. As one of the longest-established foreign banks operating in the Mainland, BEA not only has an extensive network in Hong Kong, but also established strong presence in key cities in the region, including Beijing and Shanghai. This long-standing foundation aligns closely with the emerging wave of wealth succession in China. The report shows that approximately CNY 21 trillion in wealth is

expected to be transferred to the next generation over the next 10 years, rising to CNY 77 trillion over the next 30 years. We believe this report will help BEA deepen its understanding of the HNWI segment and provide valuable insights to support its strategic planning and business development."

Key Findings of the Report:

- **Wealth Scale of China's Affluent Households:** The total wealth of households in China with assets of CNY 6 million or above has reached CNY 145 trillion. Among them, ultra-high-net-worth households with assets exceeding CNY 100 million account for CNY 84 trillion, representing approximately 58% of total wealth, unchanged from the previous year.
- **Geographical Distribution of HNWI:** The distribution of HNWI households follows a "3+3+7" city pattern. Beijing, Shanghai, and Hong Kong rank as the top three, each with more than 200,000 HNWI households.
- **Opportunities in the Greater Bay Area:** The Greater Bay Area is home to approximately 1.228 million affluent households, 501,000 HNWI households, and 28,000 ultra-high-net-worth households. Hong Kong accounts for approximately 521,000 affluent households, a decrease of 2,400 from last year, including about 180,000 households with investable assets of CNY 6 million or more. According to the Hurun Chinese Luxury Consumer Survey and Hurun Best of the Best Awards 2026, Hong Kong remains the most popular destination beyond the Chinese Mainland for HNWI looking to make investments.
- **Wealth Succession Wave in China:** Over the next 10 years, approximately CNY 21 trillion is expected to be transferred to the next generation. This figure is projected to increase to CNY 46 trillion over 20 years, and reach CNY 77 trillion over 30 years.

Looking ahead, BEA will continue to uphold its century-long commitment, leveraging its professional, comprehensive, and forward-looking wealth management capabilities to help customers capture opportunities and safeguard their assets. The Bank will also stand alongside its customers through market cycles and different life stages, serving as their most trusted and reliable wealth partner.

Please click [here](#) to read the full "BEA · Hurun Wealth Report 2025". (Chinese version only).

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\$921.0 billion (US\$118.3 billion) as of 31 December 2025.

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.

About The Bank of East Asia (China) Limited

Headquartered in Shanghai, The Bank of East Asia (China) Limited ("BEA China") was one of the first foreign banks approved by regulators to be locally incorporated in the Chinese Mainland. Leveraging its deep insights into the Mainland market as well as BEA's banking expertise in Hong Kong and overseas, BEA China offers a wide range of financial services to customers. For more information, please visit www.hkbea.com.cn.

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