

For Immediate Release**BEA Wins Accolades in Seven Categories at
Bloomberg Businessweek (Chinese Edition) Financial Institutions 2026**

*OneBank strategy and customer-focused innovation
reinforce BEA as a trusted home for wealth*

Hong Kong, 2 July 2026 – The Bank of East Asia, Limited ("BEA" or "the Bank") is pleased to announce that it has received seven accolades at the Financial Institutions 2026 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 deeply honoured to have achieved outstanding results. We have been named 'Outstanding' in the 'Bank of the Year' category for the third consecutive year and 'Outstanding' in the 'Asia Pacific High Net Worth Service' category for the second consecutive year. This year, we are also delighted to have received the 'Outstanding' award in the 'Asia Pacific Banking Service' category for the first time. These recognitions reflect our sustained efforts to enhance digital banking services, strengthen customer segmentation management, and expand our wealth management capabilities."

He said, "In 2025, the Bank's retail wealth management business delivered solid performance, recording nearly 40% year-on-year growth. Supported by our newly launched wealth management positioning, "Your Home for Wealth", we are committed to providing customers with a reassuring and dependable wealth management experience that helps them grow, protect, and manage their wealth."

The Bank also rolled out a series of brand marketing campaigns, including "Don't just be rich, be wealthy" and "Simplicity is the Answer" to engage different customer segments and enhance brand awareness. Together, these initiatives deepened customer engagement and secured BEA the highest distinction, 'Excellence', in both the 'Digital Marketing (Branding)' and 'Integrated Marketing (Branding Promotion)' categories.

In addition, BEA has received the 'Outstanding' award in the 'GBA SME Engagement' category for the third consecutive year.

Mr Kelvin Au, General Manager and Head of Wholesale Banking Division, said, "This recognition reflects the excellent services delivered under BEA's OneBank strategy in supporting SMEs across the Greater Bay Area ("GBA"). Through close collaboration between our Hong Kong and Chinese Mainland teams, we are committed to providing efficient, convenient, and one-stop cross-boundary financial and transaction banking services, fully supporting enterprises as they capture business opportunities in the GBA and overseas markets."

Looking ahead, BEA will continue to leverage the strength of its OneBank platform to create greater synergies and deliver solutions for customers' evolving needs.

About the Awards

Organised by Bloomberg Businessweek (Chinese edition), Financial Institutions 2026 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\$ 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.

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BEA received the 'Outstanding' award for the 'Bank of the Year' along with accolades in multiple categories.

Appendix:

BEA's Retail Banking and Wholesale Banking received the following prestigious awards at Bloomberg Businessweek (Chinese Edition) Financial Institutions 2026:

Award Name	Award Title
Asia Pacific High Net Worth Service	Outstanding
Asia Pacific Banking Service	Outstanding
Bank of the Year	Outstanding
Digital Marketing (Branding)	Excellence
Integrated Marketing (Branding Promotion)	Excellence
Premium Segment Client Service	Outstanding
GBA SME Engagement	Outstanding