For Immediate Release

BEA Receives Multiple International and Local Awards

Accolades Recognise the Bank's Digital Innovation, Brand-Building and Customer-Centric Banking Services

Hong Kong, 15 September 2026 - The Bank of East Asia, Limited ("BEA" or "the Bank") is pleased to announce that it has received multiple accolades from renowned international and local organisations, including Euromoney, Global Brands Magazine, The Asian Banker, Asian Banking & Finance, HK01, and Hong Kong Economic Journal (HKEJ), in recognition of its excellence in retail banking, customer experience, digital innovation and marketing.

Mr Fritz Chan, General Manager and Head of Personal Banking at BEA, said, "We are honoured to have our achievements across multiple business areas recognised by leading industry institutions, including prestigious regional awards across Asia-Pacific. In addition to garnering the 'Award of Excellence – Retail Banking (Honor Excellence Award)' at the HKEJ Financial Services Awards of Excellence for the fourth consecutive year, BEA has, for the first time, been honoured with the 'Bank of the Year – Hong Kong' award at the Global Brands Magazine Global Brand Awards, underscoring industry recognition of the Bank's ongoing efforts to enhance its banking services.

In recent years, BEA has actively advanced the development of its wealth management business and introduced its new value proposition, 'Your Home for Wealth'. We believe that wealth management is not only about growing assets, but also about accompanying customers throughout their wealth journey, helping them grow, protect and manage wealth while supporting intergenerational succession. Guided by this philosophy, we continue to enhance our products and services with the goal of becoming our customers' most trusted wealth management partner.

This strategic direction has also contributed to strong business momentum. In the first half of 2026, operating income from our retail banking business increased by more than 10% year-on-year, reflecting our success in expanding our customer base while further strengthening long-term relationships with our customers."

As an integral part of bringing its "Your Home for Wealth" value proposition to life, BEA continues to enhance customer experience through digital innovation and sustained investment in digital banking capabilities, enabling customers to manage their wealth more conveniently and flexibly. These efforts have not only enriched the wealth management experience for customers, but have also received broad market recognition. The Bank was named "Hong Kong's Best Bank for Customer Experience" at the Euromoney Awards for Excellence and received the "Customer Experience Initiative of the Year – Hong Kong" award at the Asian Banking & Finance Retail Banking Awards.

These achievements are also reflected in the Bank's business performance. In 2025, BEA's total digital income from the Bank's retail banking business increased by more than

30% year-on-year, demonstrating the growing demand for the Bank's digital banking services and customers' strong adoption of its digital offerings.

At the same time, BEA has strengthened its engagement with different customer segments through strategic brand-building and marketing initiatives. The Bank collaborated with renowned Hong Kong artists Joey Yung and Ivana Wong on a series of branding campaigns designed to connect more closely with customers' lifestyles and wealth management needs, while communicating the Bank's wealth management philosophy and service strengths. These initiatives helped enhance BEA's brand visibility and generated positive market response.

The effectiveness of these campaigns has also been recognised by the industry. For two consecutive years, BEA received the "Best Digital Brand Campaign in Asia Pacific" award at The Asian Banker Global Excellence In Retail Finance Awards and the "Outstanding Personal Banking Promotion Strategy Award" at the 01 Gold Medal Awards of HK01.

Looking ahead, BEA will continue to build on its deep roots in Hong Kong spanning more than a century, as well as its strong connectivity and network across the Greater Bay Area and wider Asia, to capture the significant opportunities arising from the region's growing wealth management market. The Bank remains committed to supporting customers at every stage of their wealth journey through tailored investment solutions, professional wealth management advice, and seamless digital banking services. BEA strives to be a trusted partner that helps customers grow, protect, and pass on their wealth, while supporting them in achieving long-term financial prosperity.

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$936.9 billion (US$119.5 billion) as of 30 June 2026.

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 received the following international and local awards:

Organiser	Award Name	Award Title
Euromoney	Awards for Excellence 2026	• Hong Kong's Best Bank for Customer Experience
Asian Banking & Finance	Retail Banking Awards 2026	• Priority Banking Initiative of the Year – Hong Kong • Customer Experience Initiative of the Year – Hong Kong
The Asian Banker	Global Excellence In Retail Finance Awards 2026	• Best Digital Brand Campaign in Asia Pacific
	The Asian Banker Hong Kong Awards 2026	• Best Social Media Engagement Initiative in Hong Kong • Best Customer Experience Initiative in Hong Kong
Global Brands Magazine	Global Brand Awards 2026	• Bank of the Year – 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
Hong Kong Economic Journal	Financial Services Awards of Excellence 2026	• Award of Excellence – Retail Banking (Honor Excellence Award) • Award of Excellence – Wealth Management Retail Banking • Award of Excellence – Digital Personal Banking • Award of Excellence – Financial Marketing and Brand Strategy
HK01	01 Gold Medal Awards 2025	• Outstanding Personal Banking Award • Outstanding Wealth Management Bank Award • Outstanding Personal Banking Promotion Strategy Award

About the Awards

Euromoney Awards for Excellence is one of the world's most prestigious banking awards, recognising financial institutions for outstanding achievements in customer service, product innovation, business development, and overall banking performance.

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.

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

HK01's 01 Gold Medal Awards recognise the most outstanding and impactful Hong Kong enterprises.

The Asian Banking & Finance Retail Banking Awards recognise outstanding achievements by banks and financial institutions across Asia in retail banking, wealth management, customer experience, and product innovation.

The Hong Kong Economic Journal Financial Services Awards of Excellence honour outstanding institutions across six financial services sectors for their contributions to Hong Kong's financial and economic development.