For Immediate Release

BEA and AIA Celebrate Five Years of Bancassurance Partnership

Hong Kong, 10 November 2026 – The Bank of East Asia, Limited ("BEA" or "the Bank") celebrated the fifth anniversary of its exclusive bancassurance partnership with AIA Hong Kong on 26 October with the "BEA x AIA Partnership 5th Anniversary Dinner – Growing Together · Vision Beyond".

The dinner brought together over 250 distinguished guests, including BEA and AIA Hong Kong management and valued clients, to mark five years of achievements in meeting clients' evolving protection and wealth management needs and to explore opportunities for further collaboration.

Drawing on its century-long heritage in Hong Kong and extensive network connecting the Greater Bay Area and wider Asian markets, BEA has worked with AIA Hong Kong to deliver a broad range of protection and wealth solutions. Together with the Bank's wealth management expertise and professional advice, they help clients build and preserve wealth across generations.

Mr Fritz Chan, General Manager, Head of Personal Banking Division & Acting Head of Wealth Management Division of BEA, said: " BEA's bancassurance business has delivered strong results, with annualised new premiums (ANP) generated through the partnership achieving a compound annual growth rate of over 60% between 2021 and 2025, reflecting the strong synergy between the two organisations. In particular, the high-net-worth ("HNW") customer segment has emerged as one of the partnership's fastest-growing areas, achieving sustained year-on-year growth and reinforcing its strategic importance to BEA's overall personal banking business portfolio."

He added: "The Bank has been actively driving the development of its wealth management business with the introduction of the 'Your Home for Wealth' value proposition this year. We firmly believe that the core of wealth management lies in supporting clients as they accumulate, protect, and manage their wealth, helping them build long-term financial resilience and create a legacy for future generations. As such, the Bank continuously optimises its products and services, joining hands with key strategic partners, to become the most trusted wealth management expert for our clients."

As the bancassurance partnership enters its next phase, BEA will continue to collaborate with AIA Hong Kong to safeguard clients' wealth through innovative insurance solutions, offering comprehensive and flexible protection plans and wealth accumulation solutions.

These include savings and retirement income insurance plans, as well as critical illness, life, and medical protection, supporting customers through every stage of life and helping them live healthier lives with greater peace of mind for themselves and their families.

To celebrate the partnership's fifth anniversary, BEA launched the "BEA x AIA Golden High Five Mega Draw", giving away gold pellets and Octopus card spending credits worth HK$226,000 in total to 50 lucky winners, in appreciation of clients' long-standing support and trust.



Mr Fritz Chan (left), General Manager, Head of Personal Banking Division & Acting Head of Wealth Management Division of BEA, and Mr Alger Fung (right), Chief Executive Officer of AIA Hong Kong & Macau, celebrate the fifth anniversary of the bancassurance partnership between BEA and AIA Hong Kong.

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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Media enquiries:

Ms Marcella Yeung
Head of Corporate Communications
The Bank of East Asia, Limited
T +852 3608 0271
E yeungmps@hkbea.com

Mr Mill Seen
Senior Corporate Communications Manager
The Bank of East Asia, Limited
T +852 3608 5829
E seenmsl@hkbea.com