

For Immediate Release**BEA Enhances its Cross-Boundary and Digital Banking Services****Mongkok Branch Serves Hong Kong and Cross-Boundary Customers With Fresh New Look**

Number of all-new cross-boundary customers up nearly 30% in the first half of the year compared to pre-pandemic levels

Hong Kong, 29th September, 2023 – The Bank of East Asia, Limited ("BEA" or "the Bank") has redesigned its Mongkok branch, which occupies a key position on Nathan Road, to provide customers with comprehensive services in a new setting, while enhancing cross-boundary connectivity.

Located at the Bank of East Asia Mongkok Building, the BEA Mongkok branch first opened its doors in 1962. The branch provides counter services, 24/7 self-service banking, safe deposit boxes, and specialist centres for business, SupremeGold and SupremeGold Private customers.

BEA has seen double-digit growth in the number of SupremeGold Private and SupremeGold accounts. For this reason, the Mongkok Branch has opened a SupremeGold Private Centre, the first of its kind in Kowloon, to provide affluent customers with one-stop services covering wealth management, cross-boundary finance and commercial banking services."

The Mongkok branch has created a digital zone at its ground floor, introducing customers to the latest products and developments in BEA's digital banking. Demonstration guides show customers how to open an account from their mobile device or how to perform everyday transactions. Digital specialists are available to help customers quickly complete the basic settings of their digital banking service.

In addition, the Mongkok branch houses a cross-boundary wealth management centre, which, paired with branches of BEA China in the Chinese Mainland, offers customers comprehensive cross-boundary financial services. These include all-round investment and banking services, such as assisting qualified Chinese Mainland investors from the Greater Bay Area in setting up a BEA investment account and purchasing eligible investment products sold by BEA through the cross-boundary Wealth Management Connect (Southbound) scheme, without the need to visit Hong Kong.

Using the account opening attestation service at the branch, Hong Kong residents can

apply to open a Mainland Personal Type II Bank Account* and enjoy the convenience of spending and paying with mobile wallets in the Mainland. The Mongkok branch equally handles cross-boundary mortgage enquiries to help Hong Kong residents get a mortgage for properties on the Chinese Mainland.

“Following the reopening of the boundary between the Mainland and Hong Kong, there was an increase of nearly 30% in the first half of the year in terms of the number of all-new cross-boundary customers compared to pre-pandemic levels, and there was a marked growth in the deposits and wealth management portfolios of cross-boundary customers” says Bruce Leung, Head of Branch Distribution and Services Department at the Bank. “This shows the strong customer demand for cross-boundary financial services, and the Mongkok branch is part of BEA’s strategic focus on personal banking and wealth management. The newly created space offers a more comfortable environment to both local customers and visitors to Hong Kong,” adds Leung.

During the Golden Week, from 3rd to 6th October, 2023, BEA will extend the business hours of its Mongkok, Shatin Plaza, Tsim Sha Tsui and Causeway Bay branches to 6pm, while the Sheung Shui Branch will remain open seven days a week until 29th October, 2023. Cross-boundary customers who successfully open an all-new SupremeGold account and deposit a designated amount will receive a welcome offer of up to HK\$3,000[^], in addition to a mini Octopus card for adults (with a stored value of HK\$100)[#].

To learn more about the Bank’s services and branch network, please visit www.hkbea.com or download the BEA Mobile App.

** Mainland Personal Type II Bank Account Services are provided by The Bank of East Asia (China) Limited, which are currently only available to be opened in The Bank of East Asia (China) branches and sub-branches within the same city (excluding other cities branch) in Guangzhou, Shenzhen, and Zhuhai in the Greater Bay Area of the Mainland.*

[^] Offer is subject to relevant terms and conditions. For details, please visit: <https://www.hkbea.com/html/en/bea-personal-banking-supremeGold-welcome-offer.html>

[#] Offer is subject to relevant terms and conditions. The offer is valid from 1st October, 2023 to 31st December, 2023. For details, please visit: https://www.hkbea.com/pdf/2023Q4/TnC_BEAHK_CB_NTB_Welcome_Offer_2023Q4_TC.pdf

About The Bank of East Asia

Incorporated in Hong Kong in 1918, The Bank of East Asia, Limited ("BEA") is a leading Hong-Kong-based financial services group listed on The Stock Exchange of Hong Kong.

BEA provides a comprehensive range of wholesale banking, personal banking, wealth management and investment services to customers through an extensive network of about 130 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. With net assets of RMB21.5 billion, as at 31st December 2022, and leveraging its deep insights into the Mainland market as well as BEA (HK) Head Office's years of 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.

Disclaimer

The Bank of East Asia (China) Limited ("BEA China"), a wholly-owned subsidiary bank of The Bank of East Asia, Limited ("BEA Hong Kong"), is incorporated in the People's Republic of China and is not an authorized institution under the Hong Kong Banking Ordinance. BEA China is not subject to the supervision of the Hong Kong Monetary Authority and cannot carry on any banking business or business of taking deposits in Hong Kong.

BEA China cannot carry on any business or business of taking deposits in Hong Kong. BEA China customer's eligible deposits in the abovementioned account held with BEA China (including saving deposit, time deposit and callable deposit) will be under the coverage of Mainland Deposit Insurance Regulation, and will not be protected deposit under the Deposit Protection Scheme in Hong Kong.

BEA Hong Kong is providing Mainland personal bank account opening attestation service only at customers' request, assisting customers in Hong Kong to open personal banking accounts at BEA China. It does not constitute an offer or invitation by BEA China to enter into a deposit agreement. BEA Hong Kong does not participate in the application and recommendation of deposits under the account held with BEA China.

BEA Hong Kong is not involved in any decision-making in relation to the account opening application. The application will only be concluded by acceptance of the account opening by BEA China.

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Bruce Leung, Head of Branch Distribution and Services Department at BEA, highlighted that by offering one-stop financial services – covering wealth management, cross-boundary finance, and commercial banking – the newly created space at Mongkok branch satisfies the needs of both local and cross-boundary customers.

Appendix I – Key features at BEA Mongkok Branch

Spread across six floors, the BEA Mongkok branch provides the complete range of banking services, from a SupremeGold Private Centre, a SupremeGold Centre, a business centre and a digital zone to cross-boundary financial services, a 24/7 self-service bank and safe deposit box services.

SupremeGold Private Centre (3/F)

At the first SupremeGold Private Centre in Kowloon, customers can meet in elegant private rooms with their dedicated relationship managers and financial planners to discuss and work out the wealth management solutions they need.

SupremeGold Centre (1/F)

The e-Ticketing function allows SupremeGold customers to remotely get their queuing tags through their mobile phones and be given priority when queuing for selected SupremeGold Centre counter services. In addition, cross-boundary customers can access multi-dimensional finance solutions and personalised services, in order to meet their cross-boundary finance needs and seize growth opportunities.

Business Centre (2/F)

Its services include opening CorporatePlus accounts, MPF, insurance and investment services. Whenever appropriate, the relationship managers will provide insightful professional advice as well as bank service solutions to help customers grow their business.

Digital Zone (G/F)

A digital zone at ground level introduces customers to focus products and the latest developments in BEA's digital banking. Demonstration guides show customers how to open an account from their mobile device or manage their everyday banking. Digital specialists are available to help customers quickly complete the basic settings of their digital banking service.

Branch information

Address	638-640 Nathan Road, Mongkok, Kowloon (next to exit E2 of the Mongkok MTR station)
Business hours	9 am to 5 pm Mondays to Fridays 9 am to 1 pm Saturdays
Contact	Branch Manager Ms. CHAN, Candy Hoi Yan (852) 3609 2968

BEA operates one of the largest branch networks in Hong Kong: it has 48 branches, 42 SupremeGold Centres and three independent i-Financial Centres across Hong Kong. Please download the BEA App or browse www.hkbea.com for details about the Bank's network.



SupremeGold Private Centre



Business Centre



SupremeGold Centre and Cross-Boundary Wealth Management Centre



Digital Zone

Appendix II – Timetable of Extended Business Hours at Selected Branches of The Bank of East Asia

During the Golden Week, from 3rd to 6th October, 2023, BEA will extend the business hours of its Mongkok, Shatin Plaza, Tsim Sha Tsui and Causeway Bay branches to 6pm, while the Sheung Shui Branch will remain open seven days a week until 29th October, 2023. The following table shows the business hours of selected branches:

Branch	Address	Business hours
Mongkok	B/F-M/F, 638-640 Nathan Road, Mongkok	3 rd to 6 th October, 2023 Tuesday to Friday: 9 a.m. - 6 p.m.
Shatin Plaza	Shop 3 - 4, Level 1, Shatin Plaza, 21-27 Shatin Centre Street, Shatin	
Tsim Sha Tsui	1/F Carnarvon Plaza, 20 Carnarvon Road, Tsim Sha Tsui	
Causeway Bay	G/F, Ying Kong Mansion, 2-6 Yee Wo Street, Causeway Bay	
Sheung Shui	Shop 1015-19, L1, Sheung Shui Centre Shopping Arcade, 3 Chi Cheong Road, Sheung Shui	1 st to 2 nd October, 2023 Sunday to Monday: 1 p.m. - 5 p.m. 3 rd to 6 th October, 2023 Tuesday to Friday: 9 a.m. - 6 p.m. 7 th to 29 th October, 2023 Monday to Saturday: 9 a.m. - 5 pm Sunday: 1 p.m. – 5 p.m.

Please [click here](#) to browse the BEA website and learn more about the Bank's services.