

For Immediate Release

BEA Wins Four Financial Institution Awards from Bloomberg Businessweek

Recognition for BEA's achievements in retail banking and digitalised services

Hong Kong, 10th August, 2022 – The Bank of East Asia, Limited (“BEA” or “the Bank”) has won four awards at the prestigious Bloomberg Businessweek Financial Institution Awards 2022.

BEA was named “Outstanding” in the categories of Retail Bank of the Year, Premium Segment Client Service, Client Service/Customer Engagement, and Digital Transformation Strategy. These awards recognise BEA’s achievements in personal banking services over the past year in face of the pandemic. The Bank’s revamp of its “Supreme” brand, its dedicated relationship manager training programme, and its digitalisation drive across front and back-end processes have all delivered impressive results.

Ms. Shirley Wong, General Manager and Head of Personal Banking Division of BEA said, “We are delighted to win recognition for our recent progress in multiple business areas. In particular, the revamp of the “Supreme” brand was highly successful, leading to a major uptake of young emerging-affluent customers. Meanwhile, we are committed to driving front-to-back digitalisation to provide faster and more user-friendly banking services to customers, and using innovative technology to enhance internal processes.”

Revamped in June last year, the “Supreme” service offers digital-driven wealth management products to help customers grow their wealth, together with in-depth market analysis and information to enrich financial literacy.

About the awards programme

The Bloomberg Businessweek Financial Institution Awards are organised by the Chinese Edition of Bloomberg Businessweek to recognise financiers’ efforts in stabilising the financial system and enhancing economic vitality in 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 listed on The Stock Exchange of Hong Kong, with total consolidated assets of HK\$907.47 billion (US\$116.39 billion) as of 31st December, 2021.

BEA provides a comprehensive range of corporate banking, personal banking, wealth management, and investment services to customers through an extensive network of about 150 outlets covering Hong Kong, the rest of Greater China, Southeast Asia, the United Kingdom, and the United States. For more information, please visit www.hkbea.com.

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Ms. Shirley Wong (centre), General Manager and Head of Personal Banking Division, Mr. Bruce Leung, Head of Branch Distribution and Services Department, and Ms. Elaine Wong, Head of Channel and Transaction Management Department, welcome the recognition for BEA's recent achievements.



2022 marks the third time BEA has won a Retail Bank of the Year trophy at the Bloomberg Businessweek Financial Institution Awards.