

For Immediate Release

BEA Launches Centenary Celebration Campaign
100th Anniversary Exhibition Opens to the Public at ifc Mall

Hong Kong, 24th October, 2018 – Celebrating a century of serving Hong Kong, The Bank of East Asia, Limited (“BEA”) officially launched its Centenary Celebration Campaign today, unveiling a host of activities and initiatives being organised in the lead-up to the Bank’s 100th Anniversary in January 2019.

Dr. David K. P. Li, Chairman & Chief Executive of BEA hosted the launch ceremony, joined by Deputy Chairmen Professor Arthur Li and Dr. Allan Wong, who together lit up a large “100” display representing BEA’s achievements over the past 100 years.

Commenting on the launch of the campaign, Dr. Li said, “We are proud to be marking this significant milestone in the Bank’s history today. It is an opportunity to express sincere thanks for the unrelenting support of our loyal staff, valued business partners, stakeholders and customers who have stood by us as we have helped them weather the ups and downs of life.”

“The arrival of our centenary marks the ideal moment to reflect on all that we have achieved. We are honoured to be sharing the legacy of the Bank with the wider public via our forthcoming centenary celebration campaign activities. Looking forward, we will be continuing our record of pushing the boundaries to meet the emerging needs of the people we serve, and be the trusted, preferred banking partner in Greater China and beyond,” Dr. Li added.

Held in the Oval Atrium of ifc Mall in Central, the venue also houses the campaign’s inaugural anniversary exhibition. The Bank of East Asia 100th Anniversary Exhibition has been designed to bring BEA’s storied history to life through engaging displays, immersive timelines, and innovative technology. Visitors can learn about BEA’s important milestones across the last century via an interactive timeline wall, with special moments highlighted through animation. Visitors can also view rare historical items from BEA’s previously unseen archives.

Those interested in a souvenir of the exhibition can take Augmented Reality photos in front of a backdrop of the bank teller counter in the Main Branch of BEA’s iconic 1935 Head Office Building. Members of the public are invited to visit the 100th Anniversary Exhibition from 25th October to 1st November, 2018.

BEA’s centenary logo and tagline are inspired by the Bank’s rich history and close association with the colour red. The design draws on both the number 100 and the ancient Chinese practice of stringing coins together. The centre line represents the

twine used to link coins, while also symbolising the thread of time joining BEA's past accomplishment with its bright future.

The accompanying tagline "Today's Success, Tomorrow's Legacy", emphasises the past 100 years of achievement for BEA and the solid foundation this lays for success in the future. The design showcases both Chinese and English text together as one, with the first and second parts of the anniversary tagline designed to mirror each other. The anniversary logo and tagline will be applied to communications throughout the coming year both in Hong Kong and in other markets where the Bank operates.

The campaign also features an engaging interactive 100th Anniversary website at <https://100.hkbea.com/>. In addition to explaining the story behind the campaign, the website acts as a central hub for all anniversary-related events, news, programmes, and promotions. Website visitors can enjoy an in-depth look at the Bank's history, culture, and future development.

In addition, a social media "KeepUp100" Facebook campaign has been rolled out to communicate the Bank's significant milestones through a gamified chatbot to enhance engagement with the general public.

For further details on BEA's Centenary Celebration Campaign, please refer to the attached factsheet or visit the Bank's 100th Anniversary website (<https://100.hkbea.com/>).

About The Bank of East Asia, Limited

Incorporated in 1918, BEA is a leading Hong Kong-based financial services group listed on The Stock Exchange of Hong Kong, with total consolidated assets of HK\$826.8 billion (US\$105.4 billion) as of 30th June, 2018.

BEA provides a comprehensive range of corporate banking, personal banking, wealth management, and investment services to customers throughout Greater China and beyond via an extensive network of nearly 200 outlets covering Hong Kong, Macau, Taiwan, Mainland China, Southeast Asia, the United Kingdom, and the United States. For more information, please visit www.hkbea.com.

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BEA – Operator of one of the largest banking networks in Hong Kong



The Bank of East Asia Centenary Celebration Campaign

Factsheet

Campaign Overview

Incorporated in 1918, The Bank of East Asia (“BEA”) will celebrate its 100th Anniversary in January 2019. Dedicated to helping businesses and individuals achieve their goals throughout its history, the Bank has grown to become a leading Hong Kong-based financial services group. To celebrate its rich history and reaffirm its commitment to the community, BEA will launch a host of activities and initiatives in the lead-up to its anniversary, which will provide the Bank with opportunities to engage with its many stakeholders, and thank them for their support.

Campaign Timeline at a Glance

Date	Activity
11 th October, 2018	Launch of BEA’s 100 th Anniversary website at https://100.hkbea.com/
24 th October, 2018	Official launch ceremony of The Bank of East Asia’s Centenary Celebration campaign
25 th October, 2018 – 1 st November, 2018	The Bank of East Asia 100 th Anniversary Exhibition at ifc mall
23 rd November, 2018	Opening of The Shanghai and Hong Kong Museum of Banking History, Puxi, Shanghai
2 nd January, 2019	BEA Centenary Cocktail at Hong Kong Convention and Exhibition Centre

Campaign Elements

<p>100th Anniversary Branding</p>	<p>Logo:</p> <div data-bbox="587 600 1401 862" data-label="Image"> </div> <p>The new logo was developed with a creative team that took into consideration BEA's rich history and its close association with the colour red. The Anniversary logo design draws both on the number 100 and the ancient Chinese practice of stringing coins together. The centre line represents the twine used to link coins, while also symbolising the thread of time joining BEA's past success with its bright future.</p> <p>Tagline:</p> <p style="text-align: center;">百年成就 成就百年 Today's Success Tomorrow's Legacy</p> <p>On its 100th Anniversary, The Bank of East Asia will celebrate its past success while reaffirming its commitment to the community in the next century. To deliver this message, the tagline "Today's Success. Tomorrow's Legacy" has been developed, emphasising the past 100 years of achievement for BEA and the solid foundation this lays for the future. The first and second parts of the Chinese 100th Anniversary tagline are designed to mirror each other. The English tagline follows the same pattern.</p> <p>The celebratory 100th Anniversary logo and tagline will be featured at all BEA branches and its key touchpoints and platforms in Hong Kong, and in other markets that the Bank operates during the anniversary year.</p>
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100th Anniversary Website	<p>https://100.hkbea.com/</p> <p>A dedicated anniversary microsite is online during the anniversary year. Acting as a central information hub for all anniversary-related events, news, and promotions, the public can access the website to learn more about the story behind the anniversary campaign. It also features a series of videos of BEA's Senior Management and staff, giving the public an in-depth look at the Bank's history, culture and future plans.</p>
The Bank of East Asia 100th Anniversary Exhibition	<p>25th October – 1st November, 2018 ifc Mall Oval Atrium</p> <p>The 100th Anniversary Exhibition has been designed to bring BEA's rich history to life for the public through historical displays, engaging timelines, and interactive technology.</p>
Promotions - "KeepUP100" Chatbot Campaign	<p>15th October – 13th November, 2018</p> <p>A social media "KeepUP100" Facebook campaign is introduced to test the general public's knowledge of BEA. Each day during the specified period, customers can play BEA's chatbot game to guess the answer (a number between 1 and 100) to a question related to the Bank's history. Participants who answer correctly will receive a \$20 convenience store cash e-voucher. What's more, their name will be entered into a lucky draw for a chance to win a HK\$10,000 cash prize.</p>
Opening of The Shanghai and Hong Kong Museum of Banking History	<p>23rd November, 2018</p> <p>Operating continuously on Mainland since the establishment of its Shanghai Branch in 1920, BEA has played a role in the development of the banking industry in Shanghai, as well as Hong Kong. Located in The Bank of East Asia Building in Puxi, Shanghai, the Shanghai and Hong Kong Museum of Banking History presents the history of these two financial centres from the mid-nineteenth century to the present.</p>

BEA Centenary Cocktail	2 nd January, 2019 Hong Kong Convention and Exhibition Centre A gala cocktail event will be held to commemorate the anniversary of the Bank.
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