

Celebrating 30 Years of Going Further for You



Marking three decades of dedicated service, EastWest Bank is set to embark on a year-long anniversary celebration starting this August. As the banking arm of the Filinvest Development Corporation, EastWest Bank proudly carries forward the Gotianun legacy of entrepreneurship, perseverance, integrity, and innovation, creating tailored banking solutions for its diverse clientele.

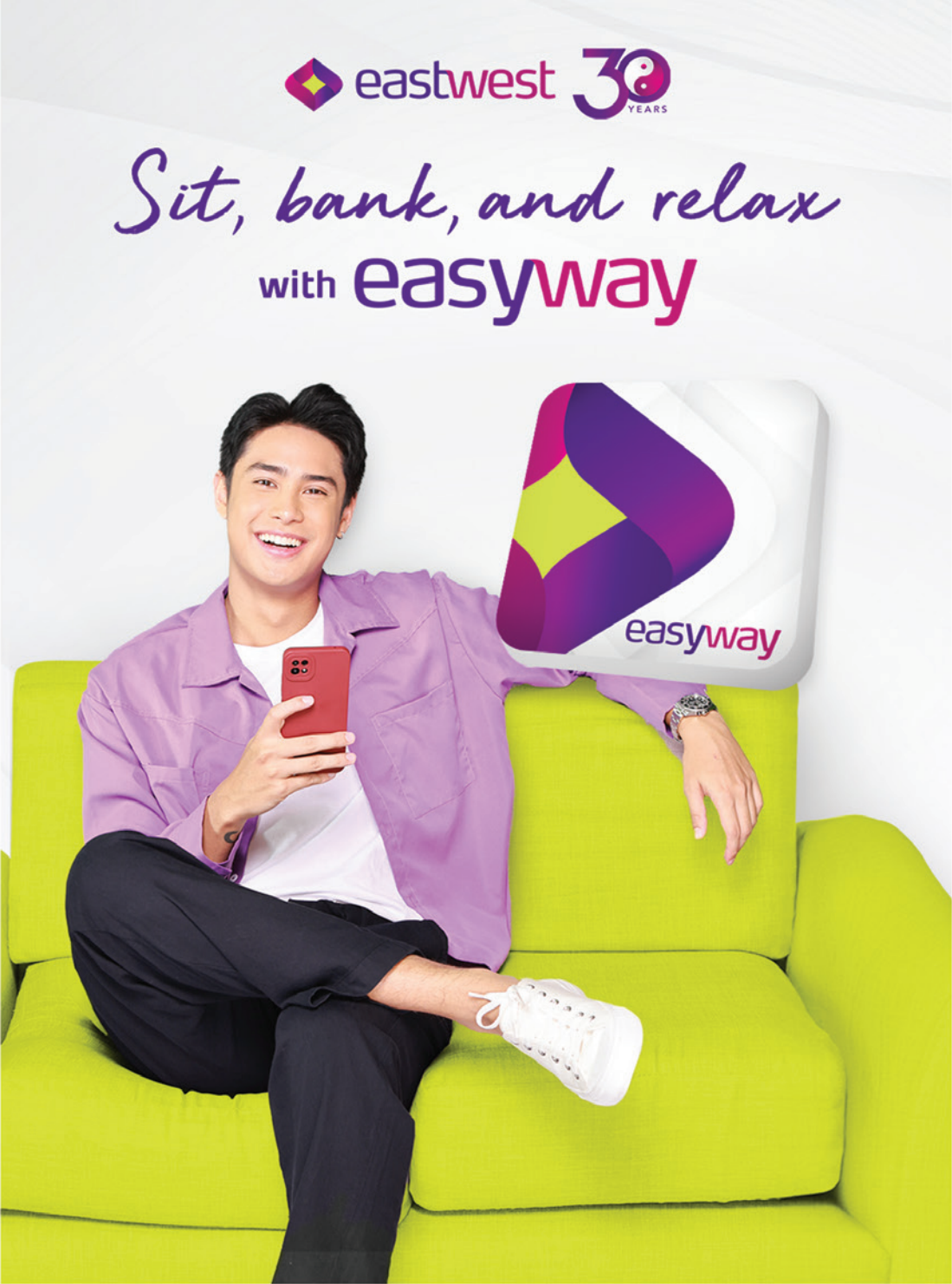
Since its founding in 1994, EastWest Bank has grown into one of the Philippines' leading universal banks, known for its customer-centric approach and innovative financial solutions. Reflecting on its journey, the bank blends the traditional warmth of the East with the forward-thinking mindset of the West, helping countless Filipinos achieve their financial goals.

"Our 30-year journey has been marked by relentless pursuit of excellence. We are proud of our legacy and look forward to further enhancing the financial well-being of our clients through our innovative banking solutions," said Jacqueline S. Fernandez, President of EastWest Bank.

Celebrating Milestones and Achievements

As a testament to its continuous improvement, EastWest Bank has been recognized by several prestigious award-giving bodies for its excellence in digital banking and customer service. In 2024 alone, accolades include:

- **Best Private Bank (EastWest Priority)**
by Global Finance Magazine
- **Best Wealth Manager – Philippines**
at The Asset Triple A Private Capital Awards
- **Outstanding Digital CX in Banking App Platform (Komo)**
at The Digital Banker's Digital CX Awards
- **Outstanding Digital CX Transformation in Insurance (EastWest Ageas)**
at The Digital Banker's Digital CX Awards
- **Mobile Banking & Payment Initiative of the Year – Philippines (ESTA)**
from Asian Banking and Finance



Launching the EasyWay App: A New Era in Banking

In line with its 30th-anniversary celebrations, EastWest Bank is thrilled to announce the launch of its new digital banking platform, EasyWay. This platform redefines banking for its retail customers, making transactions more seamless and convenient than ever before. Partnering with actor Donny Pangilinan as the face of EasyWay, the campaign emphasizes simplicity and efficiency for the digital-savvy market. The key message, 'Sit, Bank, and Relax,' highlights the easy and stress-free experience of banking from your phone.

"Our 30th anniversary is not just a celebration of our past achievements but also a reaffirmation of our promise to continuous improvement and innovation. The launch of EasyWay and our upcoming initiatives for our channels, both physical and digital, are just the beginning of many exciting developments to come," emphasized **Jerry G. Ngo, CEO of EastWest Bank.**

Pioneering Digital Innovation and Enhanced Services

EastWest Bank continues its commitment to innovation with several digital initiatives, including:

- **EastWest System Tech Assistant (ESTA):**
Provides full-service functionality for EastWest credit card services with enhanced features like real-time transaction displays, installment conversions, and customer information updates.
- **EastWest Pay:**
Allows contactless transactions at merchant POS terminals using NFC-capable Android phones.
- **Komo:**
An exclusively digital banking service powered by EastWest Rural Bank, enabling customers to manage accounts completely online.
- **EasyBiz:**
An innovative solution for SMEs, offering tools for effective financial management, including accounting, invoicing, payroll, and expense tracking.

- **EastWest Business Class:**
Offers personalized services and exclusive perks for entrepreneurs and business owners, elevating their banking experience.

- **EastWest Ageas:**
A joint venture between Ageas and EastWest Bank, celebrates Ageas' 200th anniversary with the "What's Your Purple?" campaign, emphasizing its purpose-driven, people-centered (Pur-Ple) approach, and reinforcing brand awareness and differentiation.

Exclusive VIP Events and Wellness Initiatives

EastWest Bank will host exclusive VIP events in Manila, Cebu, and Davao to honor its valued clients. These gatherings will offer networking opportunities with EastWest executives and partners, featuring local talent, cuisine, and art.

Promoting wellness is a key part of the 30th-anniversary celebration. EastWest is organizing a marathon in partnership with RunRio, and exclusive golf tournaments for affluent customers, starting with the Bank's Golf Invitational at Mimosa Plus last May 31, 2024. These initiatives aim to foster a sense of community and well-being among clients.



Commitment to Community and Education

EastWest Bank remains dedicated to Corporate Social Responsibility (CSR) through partnerships with organizations like the Kasuso Foundation, supporting breast cancer patients and survivors. Additionally, the bank's annual Brigada Eskwela outreach at Baguio Central School included a financial literacy workshop and the distribution of school supplies, demonstrating EastWest's commitment to community and education.



Exclusive Promotions for EastWest Clients

To mark the second half of the year, EastWest Bank is excited to offer exclusive promotions for its credit card customers. **Enjoy discounts of up to 50% on dining and leisure experiences at top establishments across the Philippines, including special rates at Unioil fuel stations and various restaurants and hotels.**

For deposit account holders, the bank offers **up to 130,000 miles for Super Saver and Super Checking account holders, and up to 300,000 miles for EastWest Priority clients** through incremental growth in their Month-to-Date Average Daily Balance (MTD-ADB).

Enhancing Customer Experience with Store Upgrades

EastWest is revitalizing its Stores, starting with the Beaufort Store, to deliver immersive services and empower customers to shape their financial future with a personalized touch.

Looking Ahead: Further for the Philippines

"As we celebrate 30 years of service, we remain dedicated to our mission of empowering Filipinos through innovative financial solutions and exceptional customer service. Our efforts are proof of our dedication to fostering financial empowerment and creating a brighter future for all," said **Jerry G. Ngo, CEO of EastWest Bank.**

EastWest Bank continues to innovate and deliver outstanding banking solutions, catering to the diverse needs of its customers. As the Bank celebrates its 30th anniversary, its commitment to providing valuable rewards and superior service remains at the forefront of all initiatives. Join us in celebrating this milestone and discover more ways EastWest Bank can enhance your financial and lifestyle experiences.

For more information about EastWest's anniversary events and initiatives, please visit eastwestbanker.com.

About EastWest Banking Corporation:

EastWest Banking Corporation (EastWest) is a Filipino-owned universal bank. EastWest is a subsidiary of Filinvest Development Corporation (FDC), one of the country's leading conglomerates with a diverse range of interests including real estate, banking, hospitality & tourism, infrastructure power generation, and sugar. It is not affiliated with any foreign financial institution which may bear the same name.