



SWIRE PACIFIC

The Stock Exchange of Hong Kong Limited takes no responsibility for the contents of this announcement, makes no representation as to its accuracy or completeness and expressly disclaims any liability whatsoever for any loss howsoever arising from or in reliance upon the whole or any part of the contents of this announcement.

Swire Pacific Limited

(Incorporated in Hong Kong with limited liability)
(Stock Codes : 00019 and 00087)

ANNOUNCEMENT PURSUANT TO RULES 2.07A AND 2.07B

In accordance with Rules 2.07A and 2.07B of the Listing Rules, the Company is making adequate arrangements to ascertain the shareholders' choices of receiving future Corporate Communications of the Company: (i) in printed form, in either English only, in Chinese only, or in both English and Chinese; or (ii) by electronic means through the Company's website.

INTRODUCTION

The Company is permitted, under the relevant legislation, rules and its Articles of Association, to send or otherwise make available Corporate Communications to its shareholders either: (i) in printed form, in either English only, in Chinese only, or in both English and Chinese; or (ii) by electronic means through the Company's website, provided that the Company has made adequate arrangements to ascertain the wishes of its shareholders.

PROPOSED ARRANGEMENTS

In accordance with Rule 2.07A and note (8) of Rule 2.07B of the Listing Rules, the following arrangements will be made by the Company:

1. The Company will send a letter to its shareholders on 24th August, 2004 (the "First Letter") together with a pre-paid reply form in both English and Chinese ("the Reply Form") to enable them to select to receive future Corporate Communications: (i) in printed form, in English only, in Chinese only, or in both English and Chinese; or (ii) by electronic means through the Company's website. The First Letter will explain that if no reply is received from shareholders by 1st November, 2004, the arrangements described below will apply in respect of each future Corporate Communication:
 - the printed Chinese version will be sent to all Hong Kong shareholders who are natural persons with a Chinese name; and
 - the printed English version will be sent to all overseas shareholders and all Hong Kong shareholders other than natural persons with a Chinese name.Whether a shareholder is a Hong Kong or an overseas shareholder will be determined by the address of that shareholder appearing on the Register of Members.
2. Shareholders who have chosen to receive Corporate Communications in printed form will be sent the selected language version(s) of the Corporate Communications.
3. When each printed Corporate Communication is sent out in accordance with the arrangements described in paragraph 1 above, a letter (the "Second Letter") together with a prepaid change request form in both English and Chinese ("the Change Request Form"), will be attached to the sent out version of the Corporate Communication, stating that the Corporate Communication prepared in the other language will be available upon request, and that shareholders may change their choice of language and means of receipt of Corporate Communications by completing the Change Request Form and returning it to the Registrars. The Change Request Form may also be downloaded from the Company's website at <http://www.swirepacific.com>. Shareholders are entitled at any time by reasonable notice in writing to the Registrars to change their choice of language and means of receipt of Corporate Communications.
4. With respect to shareholders who choose to receive Corporate Communications by electronic means, the Company will notify such shareholders by email according to the email addresses given in the Reply Form. If no email address is given, the Company will not expressly notify such shareholders as and when each Corporate Communication is published but these shareholders can access the Corporate Communication through the Company's website. If for any reason, any of these shareholders has difficulty in receiving or gaining access to the Corporation Communications, or wishes to receive a printed version, he will promptly upon request to the Registrars be sent a printed version free of charge.
5. Corporate Communications in both English and Chinese, and in accessible format, will be available on the Company's website and a copy in electronic format in both languages will be filed with The Stock Exchange of Hong Kong Limited on the same day as such Corporate Communication is sent to shareholders.
6. The Company is providing a dial-up hotline service (Tel: (852) 2840-8872) to enable shareholders to make enquiry of the Company's proposed arrangements set out above.

As at the date of this announcement, the directors of Swire Pacific are:
Executive: J.W.J. Hughes-Hallett, M. Cubbon, D. Ho, K.G. Kerr and D.M. Turnbull
Non-Executive: Baroness Dunn, P.A. Johansen and Sir Adrian Swire; and
Independent Non-Executive: D.G. Eldon, C.K.M. Kwok, C. Lee and M.M.T. Yang

DEFINITIONS

In this announcement, the following expressions have the meanings set out below unless the context requires otherwise:

- "Corporate Communication"** any document issued or to be issued by the Company for the information or action of holders of any of its securities as defined in Rule 1.01 of the Listing Rules
- "Listing Rules"** the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited
- "Registrars"** Computershare Hong Kong Investor Services Limited, 19th Floor, Hopewell Centre, 183 Queen's Road East, Hong Kong.

By Order of the Board
Swire Pacific Limited
Margaret Yu
Secretary

Hong Kong, 23rd August, 2004