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SWIRE PACIFIC LIMITED

(Incorporated in Hong Kong with limited liability)

(Stock Codes: 00019 and 00087)

PRICE SENSITIVE ANNOUNCEMENT WEB PROOF INFORMATION PACK

This announcement is made pursuant to Rule 13.09 of the Listing Rules.

In connection with the Proposed Spin-off, Swire Properties has on 18th April 2010 submitted the WPIP to the Stock Exchange for publication on the Stock Exchange's website. It is expected that the WPIP will be available for viewing and downloading from the Stock Exchange's website at <http://www.hkexnews.hk> on or about 19th April 2010. The WPIP contains, amongst others, certain business and financial information relating to Swire Properties, the valuation of the properties of Swire Properties as at 31st March 2010 and Swire Properties' forecast profit for the year ending 31st December 2010. The WPIP is in draft form and the information contained in it is incomplete and is subject to change which can be material. The Company does not have any obligation or liability whatsoever in relation to the WPIP.

INTRODUCTION

This announcement is made pursuant to Rule 13.09 of the Listing Rules.

Reference is made to (a) the Company's announcement dated 11th February 2010 (the "Spin-off Announcement") regarding the Proposed Spin-off (b) the Company's announcement dated 7th April 2010 regarding, amongst other things, the date of the meeting of a Board Committee of the Company for considering the declaration of the Conditional Dividend and (c) the Company's announcement dated 18th April 2010 regarding the proposed discloseable transaction in relation to the Proposed Spin-off, declaration of a conditional special interim dividend and proposed connected transactions.

WPIP

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GENERAL

In connection with the Global Offering, the price of Swire Properties Shares may be stabilised in accordance with the Securities and Futures (Price Stabilizing) Rules (Chapter 571W of the Laws of Hong Kong). Details of any intended stabilisation and how it will be regulated under the Securities and Futures Ordinance (Chapter 571 of the Laws of Hong Kong) will be contained in the Prospectus.

The listing of the Swire Properties Shares (including, for the avoidance of doubt, the listing of the DIS Shares) pursuant to the Proposed Spin-off is subject to, among other things, the Listing Approval and the final decisions of the Board and of the board of directors of Swire Properties. Accordingly, Shareholders and potential investors in the Company should be aware that there is no assurance that the Proposed Spin-off and the separate listing of Swire Properties Shares will take place or as to when it may take place. If the Proposed Spin-off does not proceed for any reason, the Conditional Dividend will not become unconditional and no distribution in specie of the DIS Shares would accordingly be made. Shareholders and potential investors in the Company should therefore exercise caution when dealing in or investing in the securities of the Company.

This announcement is not an offer for sale of any securities in the United States. No securities can be offered or sold in the United States unless registered or exempted from registration. Any public offering of securities in the United States will be done by means of a prospectus. The Proposed Spin-off will not be registered in the United States.

Further announcement(s) will be made by the Company in relation to the Proposed Spin-off as and when appropriate. Any decision to apply for Swire Properties Shares under the Global Offering should be based solely on the information provided in the Prospectus.

DEFINITIONS

Board	the board of directors of the Company
Company	Swire Pacific Limited, a company incorporated in Hong Kong whose shares are listed on the Main Board of the Stock Exchange, the principal activity of which is investment holding
Conditional Dividend	the conditional special interim dividend declared by a Board Committee of the Company on 17th April 2010
Directors	the directors of the Company
DIS Shares	the Swire Properties Shares proposed to be distributed by the Company in satisfaction of the Conditional Dividend
Global Offering	the Hong Kong Public Offering and the International Offering
Hong Kong	the Hong Kong Special Administrative Region of the People's Republic of China
Hong Kong Public Offering	the proposed offer of Swire Properties Shares for subscription by the public in Hong Kong
International Offering	the proposed offer of Swire Properties Shares outside the United States in accordance with Regulation S under the U.S. Securities Act and in the United States to qualified institutional buyers only in reliance on Rule 144A of the U.S. Securities Act or any other available exemption from registration under the U.S. Securities Act
Listing Approval	the approval by the Listing Committee of the Stock Exchange for the listing of, and permission to deal in, the Swire Properties Shares on the Main Board of the Stock Exchange

Proposed Spin-off	the proposed disposal of part of the Company's interest in Swire Properties by way a separate listing of Swire Properties Shares on the Main Board of the Stock Exchange
Prospectus	the prospectus which is proposed to be issued by Swire Properties in connection with the Hong Kong Public Offering
Shareholders	the shareholders of the Company
Stock Exchange	The Stock Exchange of Hong Kong Limited
Swire Properties	Swire Properties Limited, a company incorporated in Hong Kong on 3rd November 1972
Swire Properties Shares	ordinary shares of HK\$1.00 each in the share capital of Swire Properties
United States	the United States of America
U.S. Securities Act	the United States Securities Act of 1933, as amended from time to time
WPIP	the web proof information pack of Swire Properties

As at the date of this announcement, the Directors of the Company are:

Executive Directors: C.D. Pratt (Chairman), P.N.L. Chen, M. Cubbon, P.A. Kilgour, J.R. Slosar and A.N. Tyler;

Non-Executive Directors: Baroness Dunn, J.W.J. Hughes-Hallett, P.A. Johansen and M.B. Swire; and

Independent Non-Executive Directors: T.G. Freshwater, C.K.M. Kwok, C. Lee, M. Leung, M.C.C. Sze and M.M.T. Yang.

By Order of the Board
SWIRE PACIFIC LIMITED
David Fu
Company Secretary

Hong Kong, 18th April 2010