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SWIRE PACIFIC LIMITED

太古股份有限公司

(Incorporated in Hong Kong with limited liability)

(Stock Codes: 00019 and 00087)

Announcement

Swire Coca-Cola USA expands franchise territory

The appended press release contains information which may be price sensitive. This announcement is accordingly being made under Part XIVA of the Securities and Futures Ordinance.

Investors are advised to exercise caution in dealing in shares of Swire Pacific Limited.

As at the date of this announcement, the Directors of Swire Pacific Limited are:

Executive Directors: J.R. Slosar (Chairman), I.K.L. Chu, M. Cubbon, P.A. Kilgour, J.B. Rae-Smith, I.S.C. Shiu, A.K.W. Tang;

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

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

By Order of the Board

SWIRE PACIFIC LIMITED

David Fu

Company Secretary

Hong Kong, 28th May 2014

For immediate release

28th May, 2014

Swire Coca-Cola USA expands franchise territory

Swire Pacific Limited (HKSE: 00019/00087) announced today that Swire Coca-Cola USA, a subsidiary of Swire Beverages Limited, has assumed new franchise territories following a definitive agreement with The Coca-Cola Company for the expanded territory rights. The transition of territories took place smoothly, with Swire Coca-Cola USA assuming territories in the Denver and Colorado Springs markets, which border its existing territories. The granting of new territories has increased Swire Coca-Cola USA's franchise population served from 6.2 million to 10.7 million. Financial terms of the definitive agreement were not disclosed.

"We are pleased to have completed a smooth transition today with The Coca-Cola Company. Leveraging the new operating model will enable us to continue serving the needs of our consumers and customers effectively," said Jack Pelo, President & CEO, Swire Coca-Cola USA.

"The assumption of new franchise territories has significantly expanded the scale of our US business. Swire Beverages is committed to building a world-class bottling system across all the franchise territories in which we operate. We will continue to work closely with The Coca-Cola Company, leveraging our proven strengths in local marketing, distribution and customer service to serve a significantly expanded customer base," said Patrick Healy, Managing Director of Swire Beverages.

"Together with Swire, we believe a strong franchise system has always been the competitive advantage of the Coca-Cola business globally. With today's announcement, we continue to transform our U.S. business and move closer to achieving our 2020 Vision," said Sandy Douglas, Group President, Coca-Cola North America.

About Swire Beverages

Swire Beverages Limited heads a division of Swire Pacific Limited (HKSE: 00019/00087) (www.swirepacific.com). The division has the exclusive right to manufacture, market and distribute the products of The Coca-Cola Company in Hong Kong, Taiwan, seven provinces in Mainland China and an extensive area of Western USA. The relationship with Coca-Cola began in 1965, with the acquisition by Swire of the majority shareholding in the Hong Kong franchise. Swire Beverages manufactures 56 beverage brands and distributes them to a franchise population of over 440 million people.

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