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SWIRE PACIFIC LIMITED

(Incorporated in Hong Kong with limited liability)

(Stock Codes: 00019 and 00087)

Announcement

Change of Registered Office

The Board of Directors of Swire Pacific Limited (the “Company”) announces that the registered office of the Company will change to 33rd Floor, One Pacific Place, 88 Queensway, Hong Kong with effect from 9th August 2010.

The Directors of Swire Pacific as at the date of this announcement are:

Executive Directors: C.D. Pratt (Chairman), 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, 22nd July 2010