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SWIRE PACIFIC LIMITED

(Incorporated in Hong Kong under the Companies Ordinance)

(Stock Codes : 00019 and 00087)

ANNUAL GENERAL MEETING

The 2005 Annual General Meeting of Swire Pacific Limited (the "Company") will be held at the Pacific Place Conference Centre, Level 5, One Pacific Place, 88 Queensway, Hong Kong on Thursday, 12th May 2005 at 11:30 a.m. to receive the report of the Directors and the audited accounts for the year ended 31st December 2004 and:

1. to declare final dividends.
2. to elect Directors.
3. to reappoint auditors and authorise the Directors to fix their remuneration.

As special business, to consider and, if thought fit, to pass the following Ordinary Resolutions:

4. to authorise the Directors to make on-market repurchases of the Company's shares;
5. to authorise the Directors to allot, issue and otherwise deal with shares;
6. to authorise the Directors to allot, issue and otherwise deal with additional shares in a nominal amount equal to that of any shares repurchased by the Company.

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

By order of the Board

Margaret Yu
Secretary

Hong Kong, 18th April 2005

Notes:

1. The Directors have recommended the payment of final dividends for 2004 of HK\$142.0 per 'A' share and HK\$28.4 per 'B' share. If approved by shareholders, it is expected that the dividends will be paid on 3rd June 2005 to shareholders registered on 12th May 2005.
2. **The registers of shareholders will be closed from 9th to 12th May 2005, both days inclusive.** To rank for the final dividends, all transfers should be lodged with the Company's Registrars, Computershare Hong Kong Investor Services Limited, 17th Floor, Hopewell Centre, 183 Queen's Road East, Hong Kong, for registration not later than 4:00 p.m. on Friday, 6th May 2005.
3. The Directors retiring are M Cubbon, Baroness Dunn, C Lee, and M C C Sze. Separate resolutions will be proposed for their election. In addition, a resolution will be proposed to elect V H C Cheng as an independent non-executive Director.
4. This is a summary of the full text of the Notice of the Annual General Meeting. The full text of the Notice is contained in a circular to shareholders giving further information about the business to be conducted at the Meeting. Copies of the circular, which are being sent to all registered shareholders with the 2004 Annual Report on 19th April, 2005 may be obtained upon request from the Registrars, Computershare Hong Kong Investor Services Limited, 46th Floor, Hopewell Centre, 183 Queen's Road East, Hong Kong.
5. The circular to shareholders and the 2004 Annual Report are also available on the Company's website: <http://www.swirepacific.com>.