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SWIRE PACIFIC LIMITED

(Incorporated in Hong Kong with limited liability)

(Stock Codes: 00019 and 00087)

PROPOSED CHANGE OF COMPANY NAME

The Board of Directors (the “**Board**”) of Swire Pacific Limited (the “**Company**”) proposes to change the name of the Company from “Swire Pacific Limited” to “Swire Pacific Limited 太古股份有限公司” (“**Change of Company Name**”).

The Change of Company Name is subject to approval by special resolution of the shareholders of the Company at the Company’s annual general meeting to be held on 9th May 2013 (“**AGM**”) and to approval by the Registrar of Companies of Hong Kong.

The stock short name of the ‘A’ shares of the Company will remain “SWIRE PACIFIC A” in English and “太古股份公司 A” in Chinese. The stock short name of the ‘B’ shares of the Company will remain “SWIRE PACIFIC B” in English and “太古股份公司 B” in Chinese.

A circular containing, among other things, information relating to the Change of Company Name and notice of the AGM will be despatched to the shareholders of the Company as soon as practicable. Assuming the Change of Company Name becomes effective, a further announcement will be made of the date on which it becomes effective.

Proposed Change of Company Name

In order for the Company to adopt formally the Company’s commonly used Chinese name “太古股份有限公司”, the Board proposes to change the name of the Company from “Swire Pacific Limited” to “Swire Pacific Limited 太古股份有限公司”.

Reasons for and Conditions of the Proposed Change of Company Name

The Board considers that formal adoption of the Company's commonly used Chinese name “太古股份有限公司” will facilitate the Company's activities in Mainland China, in particular by making it easier to provide evidence of the identity of the Company when this is required by governmental authorities in Mainland China.

The Change of Company Name is subject to satisfaction of the following conditions:

- (1) the passing of a special resolution by the shareholders of the Company approving the Change of Company Name at the AGM; and
- (2) the Registrar of Companies of Hong Kong approving the new name and issuing a certificate of change of name.

Assuming satisfaction of the above conditions, the Change of Company Name will take effect from the date on which the certificate of change of name is issued by the Registrar of Companies of Hong Kong.

Effect of Change of Company Name

The Change of Company Name will not, of itself, affect any of the rights of the shareholders of the Company. All existing share certificates of the Company bearing the existing name of the Company will continue to be evidence of legal title to the shares of the Company and valid for trading, settlement, registration and delivery purposes. Any new share certificates of the Company issued after the Change of Company Name has become effective will bear the Company's new name. There will not be any arrangement for free exchange of existing share certificates of the Company for new share certificates bearing the Company's new name.

The stock short name of the 'A' shares of the Company will remain “SWIRE PACIFIC A” in English and “太古股份公司 A” in Chinese. The stock short name of the 'B' shares of the Company will remain “SWIRE PACIFIC B” in English and “太古股份公司 B” in Chinese.

General

A circular containing, among other things, information relating to the Change of Company Name and notice of the AGM will be despatched to the shareholders of the Company as soon as practicable. Assuming the Change of Company Name becomes effective, a further announcement will be made of the date on which it becomes effective.



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

Executive Directors: C.D. Pratt (Chairman), M. Cubbon, P.A. Kilgour, J.B. Rae-Smith, I.S.C. Shiu, J.R. Slosar, 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, 15th March 2013