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SWIRE PACIFIC LIMITED

(Incorporated in Hong Kong with limited liability)

(Stock Codes: 00019 and 00087)

Announcement

Appointment of Executive Director

The Board of Directors (the “Board”) of Swire Pacific Limited (the “Company”) announces that Mr. SHIU Ian Sai Cheung has been appointed as an Executive Director with effect from 1st August 2010.

Mr. SHIU Ian Sai Cheung, aged 55, joined Cathay Pacific Airways Limited (“Cathay Pacific”), an associated company of the Company, in 1978 and has worked with Cathay Pacific in Hong Kong, the Netherlands, Singapore and the United Kingdom. He was an Executive Director of Cathay Pacific from 1st October 2008 to 30th June 2010 and was re-designated as a Non-Executive Director of Cathay Pacific with effect from 1st July 2010. He is also a Director of John Swire & Sons (H.K.) Limited (“JSSHK”) and Hong Kong Dragon Airlines Limited. He holds a bachelor degree in business administration from the University of Hawaii and a Master of Business Administration degree from the University of Western Ontario.

In accordance with the Company’s Articles of Association, Mr. Shiu will hold office until the annual general meeting to be held in 2011 and will then be eligible for election; thereafter he will retire at the third annual general meeting following his election by ordinary resolution and will be eligible for re-election. Mr. Shiu has entered into a letter of appointment, which constitutes a service contract, with the Company for a term of one year until the annual general meeting to be held in 2011, which will be renewed for a term of three years upon each election/re-election.

Mr. Shiu is being seconded to the Company by the John Swire & Sons Limited (“Swire”) group under the agreement for services referred to in the Company’s announcement dated 1st October 2007.

Mr. Shiu has a family interest in 20,000 “B” shares of the Company. Mr. Shiu has a personal interest in 1,000 shares of Cathay Pacific and 1,600 shares of Hong Kong Aircraft Engineering Company Limited, which are associated corporations of the Company. Apart from these, Mr. Shiu does not have any interest (within the meaning of Part XV of the Securities and Futures Ordinance) in the shares of the Company.

As stated above, Mr. Shiu is a Director of JSSHK. JSSHK is a wholly-owned subsidiary of Swire and Swire in turn is the holding company of the Company. Apart from these and except for being an employee of the Swire group, Mr. Shiu does not have any relationship with any Director or the senior management of the Company or with any substantial or controlling shareholder of the Company.

The remuneration of senior managers employed by the Swire group is aimed at attracting, motivating and retaining high-calibre individuals in a competitive international market. The emoluments of Mr. Shiu are determined in accordance with this policy. The annual salary together with various allowances of Mr. Shiu amounts to HK\$3,532,870. He is eligible to receive performance related discretionary bonuses and is also entitled to other benefits in kind and to participate in provident funds.

Save as disclosed above, there is no other information relating to Mr. Shiu to be disclosed pursuant to Rule 13.51(2) of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited and there is no other matter which needs to be brought to the attention of the shareholders of the Company.

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, 28th July 2010