

SWIRE PACIFIC LIMITED

太古股份有限公司

(Incorporated in Hong Kong with limited liability)

(Stock Codes: 00019 and 00087)

NOTIFICATION LETTER 通知信函

8 April 2014

Dear Shareholder,

Swire Pacific Limited (the "Company")**– Notice of Publication of Annual Report 2013, Circular, Notice of Annual General Meeting and Form of Proxy (the "Current Corporate Communication")**

English and Chinese versions of the Current Corporate Communication are available on, and may be accessed under the Investor Relations section of the Company's website at www.swirepacific.com and are also available on the website of The Stock Exchange of Hong Kong Limited at www.hkexnews.hk. If you have elected to receive corporate communications[#] in printed form, the printed form (or forms) of the Current Corporate Communication is (or are) enclosed.

If you would like (i) to receive future corporate communications from the Company in printed form instead of in electronic form on the Company's website (or in electronic form on the Company's website instead of in printed form) or (ii) to change the language in which you receive corporate communications in printed form, please complete the Change Request Form on the reverse side of this letter and sign and return it by post or by hand to the Company c/o the Company's share registrar in Hong Kong (the "Hong Kong Share Registrar"), Computershare Hong Kong Investor Services Limited, at 17M Floor, Hopewell Centre, 183 Queen's Road East, Wanchai, Hong Kong. If you post your reply in Hong Kong, you may use the mailing label in the Change Request Form and need not affix a stamp on the envelope when returning your Change Request Form. Otherwise, please affix an appropriate stamp. You may also send an email with a scanned copy of the Change Request Form to swirepacific.ecom@computershare.com.hk. The Change Request Form may also be downloaded from the Company's website at www.swirepacific.com or the website of The Stock Exchange of Hong Kong Limited at www.hkexnews.hk.

If you have elected (or are deemed to have elected) to receive the Current Corporate Communication in electronic form on the Company's website and for any reason have difficulty in obtaining access to corporate communications on the Company's website, the Company will upon request send the Current Corporate Communication to you in printed form free of charge.

Please be reminded that the Annual General Meeting of the Company will be held at the Island Ballroom A, Level 5, Island Shangri-La Hong Kong, Pacific Place, Supreme Court Road, Central, Hong Kong on Thursday, 15th May 2014 at 10:00 a.m. If you would like to appoint proxies to attend and vote in your stead at the Annual General Meeting, please download the Form of Proxy from the Company's website, complete, sign and deposit the Form of Proxy at the Hong Kong Share Registrar following the instructions as provided in the Notes to the Form of Proxy.

You may at any time by reasonable notice in writing to the Company (sent to the Hong Kong Share Registrar at the above address or by email to swirepacific.ecom@computershare.com.hk) elect (i) to receive future corporate communications from the Company in printed form instead of in electronic form on the Company's website (or in electronic form on the Company's website instead of in printed form) or (ii) to change the language in which you receive corporate communications in printed form.

Should you have any questions in relation to this letter, please call the telephone hotline of the Hong Kong Share Registrar at (852) 2862 8688 during business hours from 9:00 a.m. to 6:00 p.m., Monday to Friday, excluding public holidays.

By Order of the Board of
Swire Pacific Limited
David Fu
Company Secretary

[#] Corporate communications are all documents issued by the Company to holders of its securities for their information or action and include (but are not limited to) full and summary annual and interim financial reports (and all reports and accounts contained in them), notices of meetings, listing documents, circulars and forms of proxy.

各位股東：

太古股份有限公司 (「公司」)**– 二零一三年度報告、通函、股東周年大會通告及委任代表表格 (「本次公司通訊」) 之發佈通知**

本次公司通訊之中、英文版本已上載於公司網站 (www.swirepacific.com) 之投資者關係網頁及香港交易所披露易網站 (www.hkexnews.hk)，歡迎查閱。如閣下已選擇收取公司通訊[#]之印刷本，本次公司通訊隨本函附上。

如閣下欲(i)收取公司將來的公司通訊之印刷本，以取代於公司網站登載的電子本(或收取於公司網站登載的公司通訊電子本，以取代印刷本)或(ii)更改所收取的公司通訊印刷本的語言版本，請閣下填妥在本函背面的變更申請表，並在變更申請表上簽名，然後把變更申請表寄回或親手交回公司之香港證券登記處香港中央證券登記有限公司(「香港證券登記處」)，地址為香港灣仔皇后大道東183號合和中心17M樓。倘若閣下在香港投寄，可使用變更申請表內的郵寄標籤寄回，而毋須在信封上貼上郵票；否則，請貼上適當的郵票。閣下亦可把已填妥之變更申請表的掃描副本電郵至swirepacific.ecom@computershare.com.hk。變更申請表可於公司網站(www.swirepacific.com)或香港聯合交易所披露易網站(www.hkexnews.hk)下載。

如閣下已選擇(或被視為已同意)收取於公司網站登載的本次公司通訊電子本，惟因故查閱公司通訊上出現困難，只要閣下提出要求，公司將儘快寄上所要求的本次公司通訊的印刷本，費用全免。

請注意，公司將於二零一四年五月十五日(星期四)上午十時正於香港中區法院道太古廣場港島香格里拉大酒店五樓香島殿A廳召開股東周年大會。如閣下欲委任代表出席股東周年大會及於會上代為投票，請於公司網站下載委任代表表格，並根據委任代表表格內附註之指示填寫、簽署，及將委任代表表格送達香港證券登記處。

閣下可以隨時透過香港證券登記處以書面或透過電郵至swirepacific.ecom@computershare.com.hk通知公司，選擇(i)收取公司將來的公司通訊之印刷本，以取代於公司網站登載的電子本(或收取於公司網站登載的公司通訊電子本，以取代印刷本)或(ii)更改所收取的公司通訊印刷本的語言版本。

閣下如有任何與本函內容有關的疑問，請致電香港證券登記處電話熱線(852) 2862 8688，辦公時間為星期一至星期五(公眾假期除外)上午9時正至下午6時正。

承董事會命
太古股份有限公司
公司秘書
傅滋鴻

二零一四年四月八日

[#] 公司通訊乃公司向其證券持有人發出以供參照或採取行動的任何文件，包括但不限於年度和中期財務報告及其摘要報告(及其中包含的所有報告及帳目)、會議通告、上市文件、通函及委任代表表格。

