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SWIRE PACIFIC LIMITED

(Incorporated in Hong Kong with limited liability)

(Stock Codes: 00019 and 00087)

SPIN-OFF OF SWIRE PROPERTIES, GLOBAL OFFERING AND CONDITIONAL DIVIDEND NOT TO PROCEED RESUMPTION OF TRADING

In the light of the deterioration in market conditions since publication of the Prospectus on 3rd May 2010, Swire Properties, having consulted the Joint Global Coordinators, has formed the view that it would be inadvisable to proceed with the Global Offering. Accordingly, the underwriting agreement relating to the International Offering will not be entered into and the underwriting agreement relating to the Hong Kong Public Offering will not become unconditional. The Proposed Spin-off will therefore not proceed and the Conditional Dividend will not be distributed.

At the request of the Company, trading in the shares of the Company on the Stock Exchange was suspended with effect from 2:30 p.m. on 6th May 2010 pending the making of an announcement. Application has been made by the Company to the Stock Exchange for the resumption of trading in the shares of the Company with effect from 9:30 a.m. on 7th May 2010.

INTRODUCTION

Reference is made to (a) the Company's announcement dated 11th February 2010 regarding the Proposed Spin-off, (b) the Company's announcement dated 7th April 2010 regarding, among other things, the date of the meeting of a Board Committee of the Company for considering the declaration of the Conditional Dividend, (c) the Company's announcement dated 18th April 2010 regarding the proposed discloseable transaction in relation to the Proposed Spin-off, declaration of a conditional special interim dividend and proposed connected transactions, (d) the Company's announcement dated 18th April 2010 regarding the WPIP, (e) the Company's announcement dated 21st April 2010 regarding the Conditional Dividend and the Global Offering, (f) the Company's announcement dated 25th April 2010 regarding the Revised WPIP, (g) the Company's announcement dated 25th April 2010 regarding the preliminary indicative offer price range for the Swire Properties Shares under the Global Offering and (h) the Company's announcement dated 3rd May 2010 regarding publication of the Prospectus.

SPIN-OFF OF SWIRE PROPERTIES, GLOBAL OFFERING AND CONDITIONAL DIVIDEND NOT TO PROCEED

In the light of the deterioration in market conditions since publication of the Prospectus on 3rd May 2010, Swire Properties, having consulted the Joint Global Coordinators, has formed the view that it would be inadvisable to proceed with the Global Offering. Accordingly, the underwriting agreement relating to the International Offering will not be entered into and the underwriting agreement relating to the Hong Kong Public Offering will not become unconditional. The Proposed Spin-off will therefore not proceed and the Conditional Dividend will not be distributed.

Mr. Christopher Pratt, the Chairman of the Company, commented as follows: "The Company is naturally disappointed at this outcome but feels that it would be wrong to proceed with the Proposed Spin-off given the recent sharp deterioration in market sentiment. Consideration was given to amending the terms of the Global Offering, but it was felt that this would undervalue the world class assets of Swire Properties and be against the interests of shareholders. The Company continues to have confidence in its business model and its ability to deliver consistent value. It remains committed to the development of Swire Properties' real estate platform in Hong Kong and Mainland China."

RESUMPTION OF TRADING

At the request of the Company, trading in the shares of the Company on the Stock Exchange was suspended with effect from 2:30 p.m. on 6th May 2010 pending the making of an announcement. Application has been made by the Company to the Stock Exchange for the resumption of trading in the shares of the Company with effect from 9:30 a.m. on 7th May 2010.

DEFINITIONS

Board	the board of directors of the Company
Company	Swire Pacific Limited, a company incorporated in Hong Kong whose shares are listed on the Main Board of the Stock Exchange, the principal activity of which is investment holding
Conditional Dividend	the conditional special interim dividend declared by a Board Committee of the Company on 17th April 2010
Directors	the directors of the Company
Global Offering	the Hong Kong Public Offering and the International Offering
Hong Kong	the Hong Kong Special Administrative Region of the People's Republic of China
Hong Kong Public Offering	the proposed offer of Swire Properties Shares for subscription by the public in Hong Kong
International Offering	the proposed offer of Swire Properties Shares outside the United States in accordance with Regulation S under the U.S. Securities Act and in the United States to qualified institutional buyers only in reliance on Rule 144A of the U.S. Securities Act or any other available exemption from registration under the U.S. Securities Act
Joint Global Coordinators	Goldman Sachs (Asia) L.L.C., The Hongkong and Shanghai Banking Corporation Limited and Morgan Stanley Asia Limited
Proposed Spin-off	the proposed disposal of part of the Company's interest in Swire Properties by way of a separate listing of Swire Properties Shares on the Main Board of the Stock Exchange
Prospectus	the prospectus issued by Swire Properties on 3rd May 2010 in connection with the Hong Kong Public Offering
Revised WPIP	the revised web proof information pack of Swire Properties published on the Stock Exchange's website at http://www.hkexnews.hk on 26th April 2010 to replace the WPIP
Stock Exchange	The Stock Exchange of Hong Kong Limited
Swire Properties	Swire Properties Limited, a company incorporated in Hong Kong on 3rd November 1972

Swire Properties Shares	ordinary shares of HK\$1.00 each in the share capital of Swire Properties
United States	the United States of America
U.S. Securities Act	the United States Securities Act of 1933, as amended from time to time
WPIP	the web proof information pack of Swire Properties published on the Stock Exchange's website at http://www.hkexnews.hk on 19th April 2010

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

Executive Directors: C.D. Pratt (Chairman), P.N.L. Chen, 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, 6th May 2010