PACIFIC CENTURY PREMIUM DEVELOPMENTS LIMITED

盈科大衍地產發展有限公司*

(Incorporated in Bermuda with limited liability)

(Stock Code: 00432)

ANNOUNCEMENT OF INTERIM RESULTS FOR THE SIX MONTHS ENDED JUNE 30, 2011

The board of directors (the "Board") of Pacific Century Premium Developments Limited (the "Company") is pleased to announce the unaudited consolidated results of the Company and its subsidiaries (the "Group") for the six months ended June 30, 2011. This interim financial information has not been audited but has been reviewed by the Company's Audit Committee and the Company's independent auditor in accordance with Hong Kong Standard on Review Engagements 2410 "Review of Interim Financial Information Performed by the Independent Auditor of the Entity" issued by the Hong Kong Institute of Certified Public Accountants ("HKICPA").

- Consolidated turnover increased by 17 per cent to approximately HK$1,250 million
- Consolidated operating profit decreased by 31 per cent to approximately HK$232 million
- Profit attributable to the Company's equity holders decreased by 49 per cent to approximately HK$84 million
- Basic earnings per share 3.51 Hong Kong cents
- The Board did not declare an interim dividend

Profit for the first half of 2011

The Group's unaudited profit attributable to equity holders of the Company for the six months ended June 30, 2011 amounted to approximately HK$84 million. Basic earnings per share were 3.51 Hong Kong cents.

BUSINESS REVIEW

Property development

The Group's revenue from property development in Hong Kong amounted to approximately HK$1,027 million during the six months ended June 30, 2011, compared to approximately HK$855 million for the corresponding period in 2010.

In Hong Kong, the Group sold seven houses at Villa Bel-Air during the first six months of 2011. The sale of the final four houses will continue.

In March 2011, the thirteenth batch of net surplus proceeds from the Cyberport project, totalling HK$459 million, was allocated between the Government of the Hong Kong Special Administrative Region (the "HKSAR Government") and the Group in accordance with the Cyberport Project Agreement. As a result, the HKSAR Government received approximately HK$296 million while the Group retained approximately HK$163 million.

In June 2011, the fourteenth batch of net surplus proceeds from the Cyberport project, totalling HK$469 million, was allocated between the HKSAR Government and the Group in accordance with the Cyberport Project Agreement. As a result, the HKSAR Government received approximately HK$303 million while the Group retained approximately HK$166 million.

As for the Group's overseas projects, detailed design work for Phase 1 of its Hanazono all-season resort project in Hokkaido, Japan, is making good progress. Preliminary design work for the project in Phang-nga, Southern Thailand, is also underway.

Property investment in mainland China

The Group's investment property Pacific Century Place is located at the heart of Beijing, China. The lettable gross floor area held by the Group is approximately 169,900 square metres (the "lettable area") and the property currently accommodates many corporations, retailers and residential tenants. The average occupancy rate of the lettable area was approximately 92 per cent for the six months ended June 30, 2011.

The gross rental income for the six months ended June 30, 2011 amounted to approximately HK$127 million, compared to approximately HK$107 million for the corresponding period in 2010.

Other businesses

The Group's other businesses included mainly facilities management, property management in Hong Kong and Japan, asset management, as well as the Hanazono all-season resort operation. The revenue from these other businesses for the six months ended June 30, 2011 amounted to approximately HK$96 million, compared to approximately HK$108 million for the corresponding period in 2010.

CONDENSED CONSOLIDATED STATEMENT OF COMPREHENSIVE INCOME

HK$ million	Note(s)	For the six months ended June 30, 2011 (Unaudited)	2010 (Unaudited)
Turnover	2	**1,250**	1,070
Cost of sales		**(756)**	(552)
Gross profit		**494**	518
General and administrative expenses		**(289)**	(214)
Other income		**11**	28
Other gains, net		**—**	2
Surplus on revaluation of investment properties		**16**	—
Operating profit		**232**	334
Interest income		**11**	7
Finance costs		**(81)**	(86)
Profit before taxation	2, 3	**162**	255
Income tax	4	**(78)**	(90)
Profit attributable to equity holders of the Company		**84**	165
Other comprehensive income:			
Currency translation differences:			
Exchange differences on translating foreign operations		**117**	70
Total comprehensive income		**201**	235
Earnings per share (expressed in Hong Kong cents per share)			
Basic	6	**3.51 cents**	6.86 cents
Diluted	6	**N/A**	N/A

CONDENSED CONSOLIDATED BALANCE SHEET

HK$ million	Note	**As at June 30, 2011 (Unaudited)**	As at December 31, 2010 (Audited)
ASSETS AND LIABILITIES			
Non-current assets			
Investment properties		**5,287**	5,152
Property, plant and equipment		**223**	215
Properties under development		**450**	428
Properties held for development		**618**	624
Goodwill		**4**	4
Other receivables		**3**	3
		6,585	6,426
Current assets			
Properties under development/held for sale		**864**	773
Sales proceeds held in stakeholders' accounts		**921**	845
Restricted cash		**1,901**	2,249
Trade receivables, net	7	**231**	10
Prepayments, deposits and other current assets		**183**	109
Amounts due from fellow subsidiaries		**27**	50
Amounts due from related companies		**2**	3
Short-term deposits		**590**	—
Cash and cash equivalents		**1,729**	2,179
		6,448	6,218

HK$ million	Note	As at June 30, 2011 (Unaudited)	As at December 31, 2010 (Audited)
Current liabilities			
Current portion of long-term borrowings		**24**	24
Trade payables	8	**20**	31
Accruals, other payables and deferred income		**912**	976
Deposits received on sales of properties		**115**	65
Amounts due to fellow subsidiaries		**1**	4
Amount payable to the HKSAR Government under the Cyberport Project Agreement		**1,774**	1,606
Current income tax liabilities		**39**	108
		2,885	2,814
Net current assets		**3,563**	3,404
Total assets less current liabilities		**10,148**	9,830
Non-current liabilities			
Long-term borrowings		**2,444**	2,374
Deferred income tax liabilities		**638**	591
		3,082	2,965
Net assets		**7,066**	6,865
REPRESENTING:			
Issued equity		**4,321**	4,321
Reserves		**2,745**	2,544
		7,066	6,865

Notes:

1. Basis of Preparation and Accounting Policies

The unaudited condensed consolidated financial information of the Group has been prepared in accordance with Hong Kong Accounting Standard ("HKAS") 34 "Interim Financial Reporting" issued by the HKICPA. The unaudited condensed consolidated financial information should be read in conjunction with the annual financial statements for the year ended December 31, 2010, which have been prepared in accordance with Hong Kong Financial Reporting Standards ("HKFRS") issued by the HKICPA.

The preparation of the unaudited condensed consolidated financial information in conformity with HKAS 34 requires management to make judgements, estimates and assumptions that affect the application of policies and reported amounts of assets and liabilities, income and expenses on a year to date basis. Actual results may differ from these estimates. In preparing these unaudited condensed consolidated interim financial information, the significant judgements made by management in applying the Group's accounting policies and the key sources of estimation uncertainty were the same as those which applied to the consolidated financial statements as at and for the year ended December 31, 2010.

The accounting policies and methods of computation used in the preparation of these unaudited condensed consolidated financial information are consistent with those used in preparing the Group's annual financial statements for the year ended December 31, 2010, except for the adoption of the following new and revised Hong Kong Financial Reporting Standards, HKASs and interpretations ("new HKFRS") which are effective for the annual period beginning on January 1, 2011:

Standards, amendments and interpretations effective from January 1, 2011 adopted by the Group but have no significant impact on the Group's financial statements

HKAS 24 (Revised)	Related Party Disclosures
HKAS 32 (Amendment)	Classification of Rights Issues
HKAS 34 (Amendment)	Interim Financial Reporting
HK(IFRIC)-Int 14	Prepayments of a Minimum Funding Requirement
HK(IFRIC)-Int 19	Extinguishing Financial Liabilities with Equity Instruments

2. Turnover and Segment Information

An analysis of turnover and information regarding the Group's reportable segments as provided to the Group's most senior executive management for the purpose of resource allocation and assessment of segment performance for the six months ended June 30 is set out below:

HK$ million	Property development in Hong Kong		Property investment in mainland China		Other businesses (note a)		Elimination		Consolidated	
For the six months ended June 30,	**2011**	2010	**2011**	2010	**2011**	2010	**2011**	2010	**2011**	2010
Revenue from external customers	**1,027**	855	**127**	107	**96**	108	**—**	—	**1,250**	1,070
Inter-segment revenue	**—**	—	**—**	—	**5**	4	**(5)**	(4)		—
Reportable segment revenue	**1,027**	855	**127**	107	**101**	112	**(5)**	(4)	**1,250**	1,070
Interest income	**1**	—	**6**	3	**—**	—	**—**	—	**7**	3
Unallocated interest income									**4**	4
Consolidated interest income									**11**	7
Finance costs	**—**	—	**—**	—	**—**	—	**—**	—	**—**	—
Unallocated finance costs									**81**	86
Consolidated finance costs									**81**	86
Depreciation and amortisation	**1**	1	**10**	7	**9**	9	**—**	—	**20**	17
Unallocated depreciation and amortisation									**5**	4
Consolidated depreciation and amortisation									**25**	21
(Reversal of)/provision for impairment losses	**—**	(33)	**—**	—	**—**	1	**—**	—	**—**	(32)
Profit/(loss) before taxation	**271**	381	**78**	58	**(3)**	(8)	—	—	**346**	431
Unallocated corporate expenses									**(184)**	(176)
Consolidated profit before taxation									**162**	255
Income tax	**45**	61	**29**	14	**2**	13	—	—	**76**	88
Unallocated income tax									**2**	2
Consolidated income tax									**78**	90

2. Turnover and Segment Information (Cont'd)

HK$ million For the six months ended June 30,	Property development in Hong Kong 2011	2010	Property investment in mainland China 2011	2010	Other businesses (note a) 2011	2010	Elimination 2011	2010	Consolidated 2011	2010
Addition to non-current segment assets during the period	**—**	—	**25**	14	**24**	22	—	—	**49**	36
Unallocated addition									**1**	6
Consolidated addition to non-current segment assets during the period									**50**	42

HK$ million As at	Property development in Hong Kong June 30, 2011	December 31, 2010	Property investment in mainland China June 30, 2011	December 31, 2010	Other businesses (note a) June 30, 2011	December 31, 2010	Elimination June 30, 2011	December 31, 2010	Consolidated June 30, 2011	December 31, 2010
Segment assets	**3,954**	3,925	**5,939**	5,739	**1,401**	1,352	**—**	—	**11,294**	11,016
Unallocated corporate assets									**1,739**	1,628
Consolidated total assets									**13,033**	12,644
Segment liabilities	**2,692**	2,565	**713**	670	**48**	86	**—**	—	**3,453**	3,321
Unallocated corporate liabilities									**2,514**	2,458
Consolidated total liabilities									**5,967**	5,779

(a) Revenues from segments below the quantitative thresholds are attributable to seven operating segments of the Group. Those segments include property development in Thailand and Japan, property management in Hong Kong and Japan, asset management, facilities management and ski operation. None of these segments has ever met any of the quantitative thresholds for determining reportable segments.

3. Profit Before Taxation

Profit before taxation is stated after crediting and charging the following:

HK$ million	Six months ended June 30, 2011	2010
Crediting:		
Gross rental income from investment properties	**127**	108
Less: outgoings	**(10)**	(11)
Other income from deposits forfeited	**10**	18
Surplus on revaluation of investment properties	**16**	—
Charging:		
Cost of properties sold	**726**	493
Depreciation	**25**	21
Staff costs, included in:		
- cost of sales	**11**	29
- general and administrative expenses	**93**	69
Contributions to defined contribution retirement schemes, included in:		
- cost of sales	**—**	1
- general and administrative expenses	**3**	5
Auditors' remuneration	**3**	2
Operating lease rental of land and buildings	**26**	23
Operating lease rental of equipment	**1**	1
Reversal of impairment of trade receivables	**—**	(33)
Net foreign exchange loss/(gain)	**2**	(5)

4. Income Tax

Hong Kong profits tax has been provided at the rate of 16.5 per cent (2010: 16.5 per cent) on the estimated assessable profits for the period.

Taxation for overseas subsidiaries has been calculated on the estimated assessable profits for the period at the rates prevailing in the respective jurisdictions.

	Six months ended June 30,	
HK$ million	**2011**	2010
Current income tax		
Hong Kong profits tax	**38**	65
Overseas income tax	**8**	8
Deferred income tax		
Change in fair value of investment properties	**3**	—
Other origination and reversal of temporary differences	**29**	17
	78	90

5. Dividend

	Six months ended June 30,	
HK$ million	**2011**	2010
Interim dividend declared (2010: Nil)	**—**	—

6. Earnings Per Share

The calculations of basic and diluted earnings per share based on the share capital of the Company are as follows:

	Six months ended June 30, **2011**	2010
Earnings (HK$ million)		
Earnings for the purpose of calculating the basic earnings per share	**84**	165
Finance costs on convertible notes recognised in the consolidated statement of comprehensive income	**73**	77
Earnings for the purpose of calculating the diluted earnings per share	**157**	242

	Number of shares	*Number of shares*
Weighted average number of ordinary shares for the purpose of calculating the basic earnings per share	**2,407,459,873**	2,407,459,873
Effect of dilutive potential ordinary shares on conversion of convertible notes and the employee share options	**672,222,222**	672,222,222
Weighted average number of ordinary shares for the purpose of calculating the diluted earnings per share	**3,079,682,095**	3,079,682,095

The diluted earnings per share for the six months ended June 30, 2011 and June 30, 2010 are the same as the basic earnings per share as all potential additional ordinary shares are anti-dilutive.

7. Trade Receivables, net

An aging analysis of trade receivables is set out below:

HK$ million	**As at June 30, 2011**	As at December 31, 2010
Current	**229**	10
One to three months	**1**	—
More than three months	**2**	1
	232	11
Less: Provision for impairment	**(1)**	(1)
	231	10

Trade receivables in respect of properties sold are payable by the purchasers pursuant to the terms of the sales contracts. Other trade receivables have a normal credit period up to 30 days from the date of the invoice unless there is separate mutual agreement on extension of the credit period.

8. Trade Payables

An aging analysis of trade payables is set out below:

HK$ million	**As at June 30, 2011**	As at December 31, 2010
Current	**13**	29
One to three months	**6**	1
More than three months	**1**	1
	20	31

FINANCIAL REVIEW

Review of results

The Group recorded a consolidated turnover of approximately HK$1,250 million for the six months ended June 30, 2011. This represents an increase of 17 per cent as compared to approximately HK$1,070 million for the corresponding period in 2010. The reason for the increase in turnover was primarily driven by higher selling prices achieved from the sale of the houses at Villa Bel-Air and higher property rental income derived from the investment property in Beijing, China.

The Group's consolidated gross profit for the six months ended June 30, 2011 was approximately HK$494 million, representing a decrease of 5 per cent on the gross profit of approximately HK$518 million for the same period of 2010. The decrease in gross profit was the combined result of lower revenue being recognised during the period for ONE Pacific Heights which contributed a higher gross profit margin, and revised estimation of the Cyberport project development costs recorded in the same period last year.

The general and administrative expenses were approximately HK$289 million for the six months ended June 30, 2011, representing an increase of 35 per cent as compared to approximately HK$214 million for the corresponding period in 2010. The increase was due to higher staff costs incurred during the period in anticipation of the overseas development projects, as well as a reversal of impairment of the trade receivables of HK$33 million which was recorded last year after the completion of a sale of a house at Villa Bel-Air. As a result, the Group's consolidated operating profit for the six months ended June 30, 2011 decreased to approximately HK$232 million, as compared to approximately HK$334 million for the corresponding period in 2010.

In view of the above reasons, the Group therefore recorded a lower consolidated net profit of approximately HK$84 million for the six months ended June 30, 2011, representing a decrease of 49 per cent, as compared to approximately HK$165 million for the corresponding period in 2010. Basic earnings per share during the period were 3.51 Hong Kong cents, as compared to 6.86 Hong Kong cents for the corresponding period in 2010.

In accordance with the applicable HKFRS issued by the HKICPA, the revenue and profits from the sale of property development are recognised on completion of a development, when the inflow of economic benefits associated with the property sales transactions is assessed to be probable and significant risks and rewards of ownership have been transferred.

Current assets and liabilities

As at June 30, 2011, the Group held current assets of approximately HK$6,448 million (December 31, 2010: HK$6,218 million). These mainly consisted of properties under development/held for sale, cash and bank balances, sales proceeds held in stakeholders' accounts and restricted cash. The increase in current assets was attributable to an increase in trade receivables. Properties under development/held for sale in current assets increased from approximately HK$773 million as at December 31, 2010 to approximately HK$864 million as at June 30, 2011. Cash and bank balances including short-term deposits amounted to approximately HK$2,319 million as at June 30, 2011 (December 31, 2010: HK$2,179 million). Sales proceeds held in stakeholders' accounts increased by 9 per cent from approximately HK$845 million as at December 31, 2010 to approximately HK$921 million as at June 30, 2011. Restricted cash decreased from approximately HK$2,249 million as at December 31, 2010 to approximately HK$1,901 million as at June 30, 2011.

The Group's total current liabilities as at June 30, 2011 amounted to approximately HK$2,885 million, as compared to approximately HK$2,814 million as at December 31, 2010.

Capital structure, liquidity and financial resources

As at June 30, 2011, the Group's borrowings amounted to approximately HK$2,778 million, mainly representing the recognition of amortised redemption premium of HK$24 million for the year as compared to total borrowings of HK$2,754 million as at December 31, 2010. As at 30 June, 2011, the Group's long-term borrowings comprised the RMB10 million loan from a bank that is due on September 24, 2012 and the tranche B convertible note of HK$2,420 million from PCCW group that carries a fixed interest rate of 1 per cent per annum and becomes repayable at 120 per cent of the outstanding principal amount at maturity in 2014. As the tranche B convertible note of HK$2,420 million is from the Company's major shareholder, PCCW Limited ("PCCW"), it has not been included in the total debt for calculating the debt-to-equity ratio of the Group. As at June 30, 2011, the debt-to-equity ratio excluding the tranche B convertible note was 0.2 per cent (As at December 31, 2010: 0.2 per cent).

The Group's business transactions, assets and liabilities were primarily denominated in Hong Kong dollars. Revenue denominated in Renminbi and Japanese Yen accounted for approximately 10 per cent and 6 per cent of the Group's total turnover, respectively. Assets in mainland China, Thailand and Japan represented approximately 46 per cent, 5 per cent and 5 per cent of the Group's total assets respectively.

All the Group's borrowings were denominated in Hong Kong dollars and Renminbi. Cash and bank balances were held mainly in US dollars, Renminbi and Hong Kong dollars. The remainder was in Thai Baht and Japanese Yen. As the Group had certain investments in foreign operations, its net assets were exposed to the risk of foreign currency translation risks. The Group's currency exposure in respect of these operations is mainly from Renminbi, Thai Baht and Japanese Yen.

Cash generated from operating activities was approximately HK$155 million for the six months ended June 30, 2011, while cash generated from its operating activities was approximately HK$12 million for the corresponding period in 2010.

Income tax

The Group's income tax for the six months ended June 30, 2011 was approximately HK$78 million, compared to approximately HK$90 million for 2010.

Charge on assets

As at June 30, 2011, certain investment properties of the Group with an aggregate carrying value of approximately HK$5,244 million (As at December 31, 2010: HK$5,125 million) were pledged to secure banking facilities of the Group.

Contingent liabilities

One of the Group's indirect wholly-owned subsidiaries has given a guarantee to one of its lessees such that in case the alteration of its properties could not be carried out in order to allow the expansion of the existing leased areas of the lessee, the indirect wholly-owned subsidiary would purchase the refurbishment at the carrying value from the lessee up to RMB10 million, provided that the lessee serves termination notice due to the aforesaid reason.

Post balance sheet event

Under the Cyberport Project Agreement signed on May 17, 2000, a Development Maintenance Account (the "DMA Account") was established for the provision of funds ("DMA Amount") for the upkeep and maintenance of certain facilities commonly available to both tenants and visitors at the commercial portion of the Cyberport project.

There was a dispute between Cyber-Port Limited (an indirect wholly-owned subsidiary of the Company and hereinafter "CPL") and PCCW, and Hong Kong Cyberport Development Holdings Limited, Hong Kong Cyberport Management Company Limited and Hong Kong Cyberport (Ancillary Development) Limited (together, the "Cyberport Companies") concerning the level of funding to the DMA Account under the Cyberport Project Agreement.

On August 1, 2011, following a mediation process, CPL, PCCW and the Cyberport Companies entered into a settlement agreement whereby the parties agreed that the level of funding to the DMA Account should be revised from HK$500 million to HK$451 million. The effect of revising the level of funding to the DMA Account is that HK$49 million will be returned to the operating account of the Cyberport project for distribution and as such, adjustment to the DMA Amount was accounted for in the current reporting period ended June 30, 2011.

EMPLOYEES AND REMUNERATION POLICIES

As at June 30, 2011, the Group employed a total number of 320 staff in Hong Kong and overseas. The Group's remuneration policies are in line with prevailing industry practices. They have been formulated on the basis of performance and experience, and they are reviewed regularly. Bonuses are paid on a discretionary basis, according to the performance of individual employees and the Group as a whole. The Group also provides comprehensive employee benefits, including medical insurance, a choice of provident fund or mandatory provident fund and training programmes.

The share option scheme that the Company adopted on March 17, 2003 was terminated on May 13, 2005. It was replaced by a new share option scheme, which was adopted on May 23, 2005 (the "New Share Option Scheme"), following its approval by PCCW's shareholders. The New Share Option Scheme is valid and effective for a period of 10 years from the date of its adoption.

DIVIDENDS

The Board did not declare an interim dividend for the six months ended June 30, 2011 (2010: Nil).

The Board did not recommend the payment of a final dividend for the year ended December 31, 2010.

PURCHASE, SALE OR REDEMPTION OF LISTED SECURITIES

During the six months ended June 30, 2011, there was no purchase, sale or redemption by the Company or any of its subsidiaries of the listed securities of the Company.

AUDIT COMMITTEE

The Company's Audit Committee has reviewed the Group's unaudited condensed consolidated financial statements for the six months ended June 30, 2011 and has held one meeting during the period under review.

PUBLIC FLOAT

Based on information that was available to the Company, as at the date of this announcement, the percentage of the shares held by the public was approximately 15.41 per cent, which was below the minimum percentage prescribed under Rule 8.08 (the "Minimum Prescribed Percentage") of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited (the "Listing Rules"). The shortfall arose as the current shareholding of Elliott Capital Advisors, L.P. (through certain entities it controlled) was approximately 23.06 per cent of the issued share capital in the Company and hence such entity was a substantial shareholder and hence a connected person of the Company; and its shareholding in the Company was not counted towards the public shareholding of the Company. The Company would consider options to restore its public holdings to the Minimum Prescribed Percentage as soon as practicable. Further announcement will be made in due course once there is concrete progress in the restoration of the public float of the Company.

CODE ON CORPORATE GOVERNANCE PRACTICES

The Company has applied the principles, and complied with all the applicable code provisions contained in the Code on Corporate Governance Practices as set out in Appendix 14 to the Listing Rules for the six months ended June 30, 2011, except that the Chairman of the Board was unable to attend the Company's annual general meeting held on May 5, 2011 (as required under the code provision E.1.2) as he was away on an overseas business trip.

OUTLOOK

The global economy remained volatile during the last six months. The US economy has not recovered as quickly as the market originally expected and the recent downgrading of the US debt rating has cast more doubts on its pace of recovery. In addition, the prolonged European sovereign debt crisis has also eroded investors' confidence which remained fragile.

Whilst the US interest rate remained at a low level, Mainland China and many other emerging markets introduced policies to tighten monetary supply in a bid to keep domestic inflation under control. Fears of stagflation also added to the worries of global investors.

Nevertheless, the Hong Kong economy maintained its strong momentum during the early part of 2011. Retail expenditure grew robustly on the back of improving employment and income prospects. Overall, prices of residential properties rose significantly, leading to the introduction of further measures to curb property speculation by the HKSAR Government. The Hong Kong Monetary Authority also announced stricter home mortgage regulations towards the end of the second quarter.

The sale of the last four houses at Villa Bel-Air will continue, following the Group's successful disposal of seven houses at good prices during the early months of 2011. The Group is confident that final batch of houses will likewise be sold at favourable prices, given that the supply of such premium properties is scarce and such properties are highly sought after in the market.

The development of the Group's overseas projects in Hokkaido, Japan, and Phang-nga, Thailand continues to progress. The earthquake in Eastern Japan in March has not affected the site in Hokkaido nor the project's overall timetable. However, the Group will continue to monitor the situation closely and adjust its strategy accordingly.

Looking ahead, the Group is cautiously optimistic about the outlook for the local economy, even though it believes the global economic environment would remain challenging. As such, the Group will carefully monitor the macroeconomic environment and review its investment strategies accordingly.

By Order of the Board
Pacific Century Premium Developments Limited
Cheng Wan Seung, Ella
Company Secretary

Hong Kong, August 12, 2011

The directors of the Company as at the date of this announcement are as follows:

Executive Directors:
Li Tzar Kai, Richard (Chairman); Alexander Anthony Arena (Deputy Chairman);
Lee Chi Hong, Robert (Chief Executive Officer); Lam Yu Yee; James Chan; and Gan Kim See, Wendy.

Independent Non-Executive Directors:
Cheung Kin Piu, Valiant; Prof Wong Yue Chim, Richard, SBS, JP; and Dr Allan Zeman, GBM, GBS, JP.

** For identification only*