



Pacific Century  
Premium Developments  
盈科大衍地產發展

**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)

23 May 2011

Dear Shareholder(s),

**Election of Means of Receipt and Language of Corporate Communications**

Pursuant to the Rules Governing the Listing of Securities (the "Listing Rules") on The Stock Exchange of Hong Kong Limited (the "Stock Exchange"), Pacific Century Premium Developments Limited (the "Company") is writing to seek your election regarding the means of receipt and the language of corporate communications (the "Corporate Communications") of the Company to be dispatched in the future. Corporate Communications mean any documents issued or to be issued by the Company for your information or action as defined under Rule 1.01 of the Listing Rules, including but not limited to (a) an annual report; (b) an interim report; (c) a notice of meeting; (d) a listing document; (e) a circular and (f) a proxy form.

You may choose one of the options set out below:

- (1) to read all future Corporate Communications published on the Company's website at [www.pcpd.com](http://www.pcpd.com) (the "Website Version") instead of receiving printed copies, and to receive a written notification either by post or by e-mail for the publication of the relevant Corporate Communications on the Company's website; or
- (2) to receive the printed English version of all future Corporate Communications only; or
- (3) to receive the printed Chinese version of all future Corporate Communications only; or
- (4) to receive both the printed English and Chinese versions of all future Corporate Communications.

In support of environmental protection and for the purpose of saving printing and mailing costs, the Company recommends that you elect the Website Version option.

To make your election, please mark "X" in the appropriate box in the enclosed reply form (with a pre-paid postage mailing label at the bottom of the reply form<sup>#</sup>) and sign and return the same to the Company's Share Registrars, Computershare Hong Kong Investor Services Limited (the "Share Registrar") at 17M Floor, Hopewell Centre, 183 Queen's Road East, Wan Chai, Hong Kong.

**If the Company does not receive the enclosed reply form duly completed and signed by you or does not receive a response indicating an objection from you by 19 June 2011, you will be deemed to have agreed to the Website Version instead of receiving printed copies of all future Corporate Communications.**

You have the right at any time to change your elected means of receipt and choice of language by providing reasonable prior notice in writing to the Company c/o the Company's Share Registrars or by sending an e-mail to [pcpd@computershare.com.hk](mailto:pcpd@computershare.com.hk). If you have difficulty in receiving or gaining access to the Website Version of the Corporate Communications, the Company will, upon your request in writing or by e-mail, promptly send the printed version(s) of the Corporate Communications to you free of charge.

Please note that (a) the printed versions of the Corporate Communications in English and Chinese will be available from the Company and the Company's Share Registrars upon request, and (b) the Website Version of both English and Chinese of the Corporate Communications will be available on the Company's website at [www.pcpd.com](http://www.pcpd.com) and on the website of the Stock Exchange at [www.hkexnews.hk](http://www.hkexnews.hk).

Should you have any queries relating to this letter, please contact us by calling the service hotline at (852) 2862 8688 during business hours (9:00 a.m. to 6:00 p.m., Monday to Friday, excluding Hong Kong public holidays).

Yours faithfully,  
For and on behalf of  
**Pacific Century Premium Developments Limited**  
**Cheng Wan Seung, Ella**  
Company Secretary

<sup>#</sup> If the mailing label is used for posting in Hong Kong, no postage stamp is required. Please affix appropriate postage stamp when posting outside Hong Kong.

\* For identification only