



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)

24 March 2016

Dear Shareholder(s),

Election of Means of Receipt and Language of Corporate Communications

Pacific Century Premium Developments Limited ("Company") is writing to seek your election regarding the means of receipt and the language of corporate communications ("Corporate Communications") of the Company to be dispatched in the future. Corporate Communications include but are not limited to the Company's (a) annual reports and, where applicable, summary financial reports; (b) interim reports and, where applicable, summary interim reports; (c) notices of meetings; (d) listing documents; (e) circulars; and (f) proxy forms.

You may choose one of the options set out below:

- (1) to read all future Corporate Communications published on the website of the Company at www.pcpd.com ("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 website of the Company; 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 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[#]) and sign and return the same to the Company c/o the branch share registrar of the Company ("Branch Share Registrar"), Computershare Hong Kong Investor Services Limited 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 22 April 2016, 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 of the Corporate Communications by providing reasonable prior notice in writing to the Company c/o the Branch Share Registrar or by sending an e-mail to pcpd@computershare.com.hk. If for any reason 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 Branch Share Registrar upon request, and (b) the Website Version of both English and Chinese of the Corporate Communications will be available on the website of the Company at www.pcpd.com and on the website of the Hong Kong Exchanges and Clearing Limited at www.hkexnews.hk.

Should you have any queries relating to this letter, please contact the service hotline of the Company's Branch Share Registrar 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
Tsang Sai Chung
Company Secretary

[#] 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

