



Pacific Century
Premium Developments
盈科大衍地產發展

PACIFIC CENTURY PREMIUM DEVELOPMENTS LIMITED

*(INCORPORATED IN BERMUDA WITH LIMITED LIABILITY)
(STOCK CODE: 00432)*

SHAREHOLDERS COMMUNICATION POLICY

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PACIFIC CENTURY PREMIUM DEVELOPMENTS LIMITED

SHAREHOLDERS COMMUNICATION POLICY

OBJECTIVE

Pacific Century Premium Developments Limited (“**PCPD**” or the “**Company**”) is committed to promoting and maintaining effective communication with its Shareholders (both individual and institutional) and other stakeholders. The aim of this Policy is to ensure that the Company provides Shareholders and the investment community with appropriate and timely information about the Company (including its financial performance, strategic goals and plans, material developments, governance and risk profile) in order to enable Shareholders to exercise their rights in an informed manner, and to allow the investment community to engage actively with the Company, whilst at the same time ensuring that the Company fulfils its reporting obligations under the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited (the “**Listing Rules**”).

For the purposes of this Policy, references to the “investment community” is intended to include the Company’s potential investors as well as analysts reporting on and analysing the Company’s performance.

GENERAL POLICY

The board of directors of the Company shall maintain an on-going dialogue with the Shareholders and the investment community, and will regularly review this Policy to ensure its effectiveness.

Information on the Company shall be communicated to Shareholders and the investment community mainly through the Company’s financial reports (interim and annual reports), circulars, annual general meetings and other general meetings that may be convened, as well as by making available all the disclosures submitted to The Stock Exchange of Hong Kong Limited and the Company’s Corporate Communications on the website of Hong Kong Exchanges and Clearing Limited (the “**HKEx**”) (www.hkexnews.hk) and / or the Company’s website (www.pcpd.com).

Effective and timely dissemination of information to Shareholders and the investment community shall be monitored at all times. Any question regarding this Policy shall be directed to the Company Secretary or the Corporate Communications Department.

COMMUNICATION STRATEGIES

SHAREHOLDERS' ENQUIRIES

Shareholders should direct questions about their holdings in the Company to the Company's Registrar, Computershare Hong Kong Investor Services Limited, with the following contact details:

Address: 17M Floor, Hopewell Centre, 183 Queen's Road East, Wan Chai, Hong Kong
Telephone: +852 2862 8555
Fax: +852 2865 0990
Email: hkinfo@computershare.com.hk

Shareholders and the investment community may at any time make a request for the Company's Corporate Communications via the Company's Registrar to the extent such information is publicly available.

A dedicated email address for the Company's Investor Relations Department (ir@pcpd.com) has been set up and is regularly monitored to deal with enquiries regarding the Company.

CORPORATE COMMUNICATIONS

Corporate Communications are available on the websites of the Company and HKEx and will be provided to Shareholders in plain language and in English and/or Chinese versions to facilitate Shareholders' understanding. Shareholders have the right to choose the language (English and/or Chinese versions) or the means of receipt of the Corporate Communications (in printed copy or by electronic means).

Shareholders are recommended to elect the environmentally friendly option of receiving an email notification of the publication of a Corporate Communication and reading it on the Company's website instead of receiving printed copies. Shareholders are encouraged to provide their email addresses to the Company's Registrar in order to facilitate timely and effective communications for this purpose.

CORPORATE WEBSITE

Information released by the Company is updated on a regular basis and posted on the Company's website (www.pcpd.com). Such information includes corporate information, announcements, press releases, Corporate Communications, results announcements, other constitutional documents, etc.

SHAREHOLDERS' MEETINGS

Shareholders are encouraged to participate in general meetings or to appoint proxies or representatives to attend and vote at meetings for and on their behalf if they are unable to attend the meetings. Appropriate arrangements for the general meetings shall be in place to encourage Shareholders' participation.

The process of the general meeting will be monitored and reviewed on a regular basis, and, if necessary, changes will be made to ensure that Shareholders' needs are best served.

Directors, appropriate senior executives and the external auditor are encouraged to attend the annual general meetings to answer Shareholders' questions.

The procedures for Shareholders to propose a person for election as a director are set forth in [Bye-law 88](#) of the Bye-laws of the Company.

INVESTMENT MARKET COMMUNICATIONS

Investor/analysts briefings and one-on-one meetings, road shows (both domestic and international), marketing activities for investors and specialist industry forums, etc. will be arranged in order to facilitate communication between the Company, Shareholders and the investment community.

The Company's directors and employees who have contacts or dialogues with investors, analysts, media or other interested outside parties are required to comply with the disclosure obligations of the Listing Rules.

ENQUIRIES

Any enquiries regarding the Company should be addressed to the Investor Relations Department, with the following contact details:

Address: 8th Floor, Cyberport 2, 100 Cyberport Road, Hong Kong
Telephone: +852 2514 3920
Email: ir@pcpd.com

Correspondence to the Company's directors can be sent c/o the Company Secretariat with the following contact details:

Address: 8th Floor, Cyberport 2, 100 Cyberport Road, Hong Kong
Fax: +852 2989 6268
Email: cosec@pcpd.com

DEFINITIONS

For the purposes of this Policy,

“Corporate Communications”: refers to any document issued or to be issued by the Company for the information or action of holders of any of its securities, including but not limited to, the directors' report and annual accounts together with a copy of the auditor's report, the interim report, a notice of meeting, a circular and a proxy form.

“Shareholders”: refers to the registered shareholders of the Company.