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requires your immediate attention**

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SWIRE PACIFIC LIMITED

(Incorporated in Hong Kong under the Companies Ordinance)
(Stock Codes : 00019 and 00087)

**NOTICE OF ANNUAL GENERAL MEETING
AND
PROPOSALS FOR
GENERAL MANDATES TO ISSUE SHARES AND
REPURCHASE SHARES**



Executive Directors:

D M Turnbull, *Chairman*

M Cubbon, *Finance Director*

D Ho

K G Kerr

Non-Executive Directors:

J W J Hughes-Hallett

Baroness Dunn, DBE

P A Johansen

Sir Adrian Swire

Independent Non-Executive Directors:

D G Eldon

C K M Kwok

C Lee

M M T Yang

M C C Sze

Registered Office:

35th Floor, Two Pacific Place,

88 Queensway,

Hong Kong.

SWIRE PACIFIC LIMITED

(Incorporated in Hong Kong under the Companies Ordinance)

18th April 2005

To the shareholders
Dear Sir or Madam,

NOTICE OF MEETING

1. Notice of the annual general meeting ("AGM") for 2005 is set out on pages 5 to 6 of this circular. Enclosed with this circular is a form of proxy for use at that meeting. Whether or not you intend to be present at the 2005 AGM you are requested to complete the form of proxy and return it to the Registrars of the Company in accordance with the instructions printed thereon not less than 48 hours before the time fixed for holding that meeting.
2. The completion of a form of proxy and returning it to the Registrars of the Company will not preclude you from attending and voting in person at the meeting or poll concerned and, in such event, the appointment of the proxy will be deemed to be revoked.

GENERAL MANDATES

3. At the AGM of the Company held on 13th May 2004, ordinary resolutions were passed giving general mandates to Directors (i) to make on-market share repurchases (within the meaning of the Code on Share Repurchases) of up to 10 per cent of the issued share capital of the Company as at 13th May 2004; and (ii) to allot, issue and otherwise deal with shares equal to (a) 20 per cent of the shares of the Company in issue at 13th May 2004, plus (b) (authorised by a separate ordinary resolution as required by the Rules Governing the Listing of Securities on the Stock Exchange (the "Listing Rules")) the nominal amount of any shares repurchased by the Company. No shares have been repurchased or allotted, issued or otherwise dealt with pursuant to these mandates.
4. Under the Companies Ordinance and the Listing Rules, these general mandates lapse at the conclusion of the AGM for 2005, unless renewed at that meeting. Resolutions (Resolutions 4, 5 and 6) will be proposed to renew these mandates (with a new restriction on the share issue mandate noted below) and the Explanatory Statement required by the Listing Rules to be sent to shareholders in connection with the proposed repurchase resolution is set out in the Appendix to this circular. It should be noted that the aggregate nominal amount of shares which may be allotted wholly for cash pursuant to the mandate now being sought will be restricted to 5% of the aggregate nominal amount of the shares in issue at the date of passing the relevant resolution.

ELECTION OF DIRECTORS

5. In relation to Resolution 2, M Cubbon, Baroness Dunn and C Lee will retire at the forthcoming AGM and will offer themselves for re-election in accordance with Article 93 of the Company's Articles of Association. M C C Sze, will also retire pursuant to Article 91 and offers himself for election. Separate resolutions will be proposed for the election of these Directors. Their particulars and interests in the shares of the Company are provided in the "Directors and Officers" section and the "Directors' Report" in the Company's Annual Report 2004 which accompanies this circular. Other than as disclosed therein, they are not related to any Director, senior management or substantial shareholders of the Company.
6. In addition, an ordinary resolution will be proposed to elect Cheng Hoi Chuen, Vincent, as an Independent Non-Executive Director of the Company pursuant to Article 90 of the Company's Articles of Association. His details are as follows :

Cheng, Hoi Chuen Vincent, aged 56, is currently Vice-Chairman and Chief Executive of Hang Seng Bank Limited. Mr. Cheng will become Chairman of The Hongkong and Shanghai Banking Corporation Limited on 25th May 2005. He is also a Director of Great Eagle Holdings Limited and President of the Hong Kong Institute of Bankers.

Mr. Cheng has a Bachelor of Social Science degree in Economics from the Chinese University of Hong Kong and a Master of Philosophy degree in Economics from the University of Auckland.

Mr. Cheng does not have any relationship with any Director or the senior management of the Company or with any substantial or controlling shareholder of the Company and does not have any interest (within the meaning of Part XV of the Securities and Futures Ordinance) in the shares of the Company.

7. None of the persons proposed for election as Directors has a service contract with the Company. In accordance with the Company's Articles of Association, they will retire at the third AGM after election and will be eligible for re-election.
8. Baroness Dunn does not receive any emolument or director's fee from the Company. The remuneration of M Cubbon is determined in accordance with the policy reviewed by the Remuneration Committee. Those elected as Independent Non-Executive Directors, i.e., C Lee, M C C Sze and V H C Cheng are entitled to the director's fee determined by the Board. The Company's remuneration policy and the fees paid to Independent Non-Executive Directors are set out in the "Corporate Governance" section of the Annual Report 2004 and particulars of their remuneration are given in note 4 to the Accounts.

PROCEDURE BY WHICH A POLL MAY BE DEMANDED

9. Under the Articles of Association of the Company, at any general meeting, on a show of hands every member present in person shall have one vote and on a poll every member present in person or by proxy shall have one vote for every fully paid up share of which he is the holder. A resolution put to the vote of a meeting shall be decided on a show of hands unless, before or on the declaration of the result of the show of hands or of the withdrawal of any other demand for a poll, a poll is duly demanded. Article 72 provides that, subject to the provisions of the Companies Ordinance, a poll may be demanded by:
 - (i) the chairman of the meeting; or
 - (ii) at least three members present in person or by proxy and entitled to vote at the meeting; or
 - (iii) any member or members present in person or by proxy and representing in the aggregate not less than one-tenth of the total voting rights of all members having the right to attend and vote at the meeting; or
 - (iv) any member or members present in person or by proxy and holding shares conferring a right to attend and vote at the meeting on which there have been paid up sums in the aggregate equal to not less than one-tenth of the total sum paid up on all shares conferring that right.

Pursuant to this, I intend to direct that each of the resolutions proposed at the forthcoming AGM be voted on by poll.

10. Your Directors believe that the granting of the general mandates is in the interests of the Company and its shareholders and accordingly recommend you to vote in favour of all of the resolutions to be proposed at the 2005 AGM.

Yours faithfully,

D M Turnbull
Chairman

APPENDIX

The following is the Explanatory Statement required to be sent to shareholders under the Listing Rules in connection with the proposed general mandate for repurchase of shares and also constitutes the Memorandum required under section 49BA of the Companies Ordinance.

1. It is proposed that up to 10 per cent of any class of the Company's shares in issue at the date of the passing of the resolution to approve the general mandate may be repurchased. As at 31st March 2005, the latest practicable date for determining such figure, the number of 'A' Shares in issue was 930,375,385 and the number of 'B' Shares in issue was 3,003,486,271. On the basis of such figures (and assuming no shares are issued or repurchased after 31st March 2005 and up to the date of passing such resolution) the Directors would be authorised to repurchase up to 93,037,538 'A' Shares and up to 300,348,627 'B' Shares.
2. The Directors believe that the ability to repurchase shares is in the interests of the Company and its shareholders.

Repurchases may, depending on the circumstances, result in an increase in net assets and/or earnings per share. The Directors are seeking the grant of a general mandate to repurchase shares to give the Company the flexibility to do so if and when appropriate. The number(s) and class(es) of shares to be repurchased on any occasion and the price and other terms upon which the same are repurchased will be decided by the Directors at the relevant time having regard to the circumstances then pertaining.

3. It is envisaged that the funds required for any repurchase would be derived from the distributable profits of the Company.
4. There could be a material adverse impact on the working capital or gearing position of the Company (as compared with the position disclosed in its published audited accounts for the year ended 31st December 2004) in the event that the proposed share repurchases were to be carried out in full at any time during the proposed repurchase period. However, the Directors do not propose to exercise the general mandate to such extent as would, in the circumstances, have a material adverse effect on the working capital requirements of the Company or the gearing levels which in the opinion of the Directors are from time to time appropriate for the Company.
5. There are no Directors or (to the best of the knowledge of the Directors, having made all reasonable enquiries) any associates (as defined in the Listing Rules) of Directors who have a present intention, in the event that the general mandate is granted by shareholders, to sell shares to the Company.
6. The Directors have undertaken to the Stock Exchange to exercise the power of the Company to make purchases pursuant to the general mandate in accordance with the Listing Rules and the laws of Hong Kong.
7. If as the result of a repurchase of shares a shareholder's proportionate interest in the voting rights of the Company increases, such increase will be treated as an acquisition for purposes of the Hong Kong Code on Takeovers and Mergers ("Takeover Code"). As a result, a shareholder, or group of shareholders acting in concert depending on the level of increase of shareholders' interest, could obtain or consolidate control of the Company and become obliged to make a mandatory offer in accordance with Rules 26 and 32 of the Takeover Code.

The Directors are not aware of any consequences which would arise under the Takeover Code as a consequence of any purchases pursuant to the general repurchase mandate.

8. No shares have been purchased by the Company in the previous six months (whether on the Stock Exchange or otherwise).
9. No connected persons (as defined in the Listing Rules) of the Company have notified it of a present intention to sell shares of the Company to the Company and no such persons have undertaken not to sell any such shares to the Company in the event that the general mandate is granted by shareholders.
10. The highest and lowest prices at which shares of the Company have traded on the Stock Exchange in each of the previous twelve months are as follows:

	Highest (HK\$)		Lowest (HK\$)	
	'A' Shares	'B' Shares	'A' Shares	'B' Shares
March 2004	55.00	9.15	49.50	8.50
April 2004	55.50	9.25	49.40	8.25
May 2004	53.00	8.70	42.60	7.15
June 2004	54.00	8.95	47.40	8.15
July 2004	53.25	9.20	49.40	8.75
August 2004	56.50	9.55	49.90	8.85
September 2004	59.25	9.90	53.25	9.20
October 2004	55.75	9.75	52.25	9.45
November 2004	64.75	10.85	54.40	9.65
December 2004	65.25	11.65	60.25	10.30
January 2005	65.00	11.60	59.00	11.05
February 2005	64.00	11.75	60.50	11.20

SWIRE PACIFIC LIMITED

NOTICE OF MEETING

NOTICE IS HEREBY GIVEN that an ordinary general meeting of the shareholders of Swire Pacific Limited, being the annual general meeting for 2005, will be held at the Pacific Place Conference Centre, Level 5, One Pacific Place, 88 Queensway, Hong Kong on Thursday, 12th May 2005 at 11:30 a.m. to receive the report of the Directors and the audited accounts for the year ended 31st December 2004 and:

1. To declare final dividends.
2. To elect Directors.
3. To reappoint auditors and authorise the Directors to fix their remuneration.

As special business, to consider and, if thought fit, to pass the following resolutions:

Ordinary Resolutions

4. THAT:

(a) subject to paragraph (b), the exercise by the Directors during the Relevant Period of all the powers of the Company to make on-market share repurchases (within the meaning of the Code on Share Repurchases) be approved;

(b) the aggregate nominal amount of any class of the Company's shares which may be repurchased pursuant to the approval in paragraph (a) above shall not exceed 10 per cent of the aggregate nominal amount of the shares of that class in issue at the date of passing this Resolution; and

(c) for the purpose of this Resolution:

"Relevant Period" means the period from the passing of this Resolution until the earliest of:

(i) the conclusion of the next annual general meeting of the Company;

(ii) the expiration of the period within which the next annual general meeting of the Company is required by law to be held; and

(iii) the revocation or variation of the authority given under this Resolution by ordinary resolution of the shareholders in general meeting; and

references to "shares" include securities which carry a right to subscribe for or purchase shares.

5. THAT:

(a) subject to paragraph (b), the exercise by the Directors during the Relevant Period of all the powers of the Company to allot, issue and deal with additional shares and to make or grant offers, agreements and options which will or might require the exercise of such powers during or after the end of the Relevant Period be approved;

(b) the aggregate nominal amount of shares of any class allotted or agreed conditionally or unconditionally to be allotted (whether pursuant to an option or otherwise) by the Directors pursuant to the approval in paragraph (a), otherwise than pursuant to (i) a Rights Issue or (ii) any scrip dividend or similar arrangement providing for the allotment of shares in lieu of the whole or part of a dividend on shares, shall not exceed the aggregate of (aa) 20 per cent of the aggregate nominal amount of the shares of that class in issue at the date of passing this Resolution plus (bb) (if the Directors are so authorised by a separate ordinary resolution of the shareholders of the Company) the nominal amount of any shares of that class repurchased by the Company subsequent to the passing of this Resolution (up to a maximum equivalent to 10 per cent of the aggregate

nominal amount of the shares of that class in issue at the date of passing this Resolution) provided that the aggregate nominal amount of the shares of any class so allotted (or so agreed conditionally or unconditionally to be allotted) pursuant to this Resolution wholly for cash shall not exceed 5 per cent. of the aggregate nominal amount of the shares of that class in issue at the date of passing this Resolution; and

(c) for the purpose of this Resolution:

“Relevant Period” means the period from the passing of this Resolution until the earliest of:

- (i) the conclusion of the next annual general meeting of the Company; and
- (ii) the expiration of the period within which the next annual general meeting of the Company is required by law to be held; and
- (iii) the revocation or variation of the authority given under this Resolution by ordinary resolution of the shareholders in general meeting; and

“Rights Issue” means an offer of shares to holders of shares or any class thereof on the register on a fixed record date in proportion to their then holdings of such shares or class thereof (subject to such exclusion or other arrangements as the Directors may deem necessary or expedient in relation to fractional entitlements or having regard to any restrictions or obligations under the laws of, or the requirements of any recognised regulatory body or any stock exchange in, any territory outside Hong Kong).

6. THAT the Directors be authorised to exercise the powers of the Company referred to in paragraph (a) of the resolution set out as Resolution 5 in the notice convening this meeting in respect of the shares referred to in sub-paragraph (bb) of paragraph (b) of such resolution.

By order of the Board

Margaret Yu
Secretary

Hong Kong, 18th April 2005

Notes:

1. Any member entitled to attend and vote at the meeting convened by the above notice is entitled to appoint one or more proxies to attend and, on a poll, vote instead of him. A proxy need not be a member of the Company.
2. All proxies must be deposited with the Registrars, Computershare Hong Kong Investor Services Limited, 46th Floor, Hopewell Centre, 183 Queen’s Road East, Hong Kong, not less than 48 hours before the time appointed for the meeting.
3. If approved, the final dividends are expected to be paid to shareholders on Friday, 3rd June 2005.
4. The registers of shareholders will be closed from 9th to 12th May 2005, both days inclusive. To rank for the final dividends, all transfers should be lodged with the Company’s Registrars, Computershare Hong Kong Investor Services Limited, 17th Floor, Hopewell Centre, 183 Queen’s Road East, Hong Kong, for registration not later than 4:00 p.m. on Friday, 6th May 2005.
5. The Directors retiring are M Cubbon, Baroness Dunn, C Lee and M C C Sze. Separate resolutions will be proposed for their election. In addition, a resolution will be proposed to elect V H C Cheng as an independent non-executive Director.
6. The Chairman intends to direct that each of the resolutions set out in this notice be voted on by poll.
7. **Refreshments will not be served at the annual general meeting.**