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大眾金融控股有限公司*

PUBLIC FINANCIAL HOLDINGS LIMITED

(Incorporated in Bermuda with limited liability)

(Stock Code: 626)

ANNOUNCEMENT

The Board of Directors of the Company has today declared the second interim dividend of HK\$0.16 per share for the year ending 31 December 2010 to be payable in cash on Friday, 18 February 2011.

Second Interim Dividend for 2010

The Board of Directors of Public Financial Holdings Limited (the "Company") has today declared the second interim dividend of HK\$0.16 per share for the year ending 31 December 2010. The dividend will be payable in cash on Friday, 18 February 2011 to shareholders of the Company whose names appear on the register of members on Wednesday, 26 January 2011.

The dividend as declared above should not be taken as an indication of the level of profit for the year ending 31 December 2010.

Closure of Register of Members

The register of members will be closed from Monday, 24 January 2011 to Wednesday, 26 January 2011, both days inclusive, during which no transfer of shares will be registered. In order to qualify for the second interim dividend, all transfers accompanied by the relevant share certificates must be lodged with the Company's branch share registrar in Hong Kong, Tricor Tengis Limited at 26th Floor, Tesbury Centre, 28 Queen's Road East, Wanchai, Hong Kong for registration no later than 4:30 p.m. on Friday, 21 January 2011.

By Order of the Board
Tan Yoke Kong
Company Secretary

Hong Kong, 28 December 2010

As at the date of this announcement, the Board of Directors of the Company comprises Tan Sri Dato' Sri Dr. Teh Hong Piow, Tan Sri Dato' Sri Tay Ah Lek, Dato' Chang Kat Kiam and Mr. Chong Yam Kiang as Non-executive Directors, Mr. Tan Yoke Kong and Mr. Lee Huat Oon as Executive Directors, and Tan Sri Dato' Thong Yaw Hong, Mr. Lee Chin Guan and Mr. Quah Poh Keat as Independent Non-executive Directors.

** For identification purpose only*