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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 an interim dividend of HK\$0.05 per share for the year ending 31 December 2011 to be payable in cash on Friday, 29 July 2011.

Interim Dividend for 2011

The Board of Directors of Public Financial Holdings Limited (the "Company") has today declared an interim dividend of HK\$0.05 per share for the year ending 31 December 2011. The dividend will be payable in cash on Friday, 29 July 2011 to shareholders of the Company whose names appear on the register of members on Monday, 18 July 2011.

The dividend as declared above should not be taken as an indication of the level of profit for the year ending 31 December 2011.

Closure of Register of Members

The register of members will be closed from Thursday, 14 July 2011 to Monday, 18 July 2011, both days inclusive, during which no transfer of shares will be registered. In order to qualify for the 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 Wednesday, 13 July 2011.

By Order of the Board
Tan Yoke Kong
Company Secretary

Hong Kong, 28 June 2011

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 Datuk Seri Thong Yaw Hong, Mr. Lee Chin Guan and Mr. Quah Poh Keat as Independent Non-executive Directors.

** For identification purpose only*