



大眾金融控股有限公司*

PUBLIC FINANCIAL HOLDINGS LIMITED

(Incorporated in Bermuda with limited liability)

(Stock Code: 626)

APPOINTMENT OF NON-EXECUTIVE DIRECTOR

Mr. Chong Yam Kiang was appointed as a Non-executive Director of the Company with effect from 1 January 2009.

APPOINTMENT OF DIRECTOR

The board of directors (the "Board") of Public Financial Holdings Limited (the "Company") is pleased to announce the appointment of Mr. Chong Yam Kiang as a Non-executive Director of the Company with effect from 1 January 2009.

Mr. Chong Yam Kiang, aged 58, has more than 39 years of experience in the banking and finance industry. He holds a diploma in Management from Malaysian Institute of Management.

There is no service contract signed between Mr. Chong and the Company. His appointment with the Company has no fixed term, but is subject to retirement by rotation and re-election at annual general meeting pursuant to the Bye-laws of the Company. Mr. Chong will receive an estimated amount of annual director's fee of HK\$50,000 which is to be recommended by the Remuneration Committee and subject to the approval by the Board based on his professional background and contribution to the Company.

Mr. Chong was appointed as an Executive Director of Public Bank (Hong Kong) Limited, a wholly-owned subsidiary of the Company, and Director of some of the wholly-owned subsidiaries in May 2006. He has been appointed as a Non-executive Director of Public Finance Limited, a wholly-owned subsidiary of the Company, with effect from 1 January 2009. Prior to his appointment to the Company, he does not hold any directorship in public companies the securities of which are listed on any securities market in Hong Kong or overseas in the last three years.

Mr. Chong has confirmed that nothing is considered necessary to bring to the attention of the shareholders of the Company and that there is no information need to be disclosed pursuant to Rule 13.51(2)(h) to (v) of the Listing Rules.

As at the date of this announcement, Mr. Chong does not have any relationship with any directors, senior management or substantial or controlling shareholders of the Company and save as disclosed below, he does not hold any interest in the shares of the Company within the meaning of Part XV of the Securities and Futures Ordinance:

- (i) 20,000 shares in the Company, representing 0.0018% interest; and
- (ii) 35,856 shares in Public Bank Berhad, the ultimate holding company of the Company, representing 0.0010% interest thereof.

The Board would like to take this opportunity to welcome Mr. Chong to the Board.

By Order of the Board
Tan Yoke Kong
Company Secretary

Hong Kong, 31 December 2008

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. Quah Poh Keat as Non-executive Directors, Mr. Tan Yoke Kong and Mr. Lee Huat Oon as Executive Directors, and Tan Sri Dato' Thong Yaw Hong, Dato' Yeoh Chin Kee and Mr. Lee Chin Guan as Independent Non-executive Directors.

** For identification purpose only*