



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

The Company has appointed Mr. Quah Poh Keat as a Non-executive Director with effect from 30 July 2008.

APPOINTMENT OF DIRECTOR

The board of directors (the "Board") of Public Financial Holdings Limited (the "Company") is pleased to announce the appointment of Mr. Quah Poh Keat as a Non-executive Director of the Company with effect from 30 July 2008.

Mr. Quah Poh Keat, aged 55, is a fellow of the Malaysian Institute of Taxation and Association of Chartered Certified Accountants. He is also a member of the Malaysian Institute of Accountants, Malaysian Institute of Certified Public Accountants and Chartered Institute of Management Accountants.

Mr. Quah was a partner of KPMG Malaysia since 1 October 1982 and appointed Senior Partner (also known as Managing Partner in other practices) in October 2000 until 30 September 2007. He retired from the firm on 31 December 2007.

There is no service contract signed between Mr. Quah 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. Quah will receive an estimated amount of annual director's fee in the range of HK\$100,000 to HK\$200,000 (on pro-rata basis for the year 2008) 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. Quah has been appointed as a Non-executive Director of Public Bank (Hong Kong) Limited and Public Finance Limited, wholly-owned subsidiaries of the Company, and as an Independent Non-executive Director of Public Bank Berhad, the parent company, and Public Investment Bank Bhd, a fellow subsidiary, with effect from 30 July 2008. Mr. Quah is also an Independent Non-executive Director of IOI Corporation Berhad, PLUS Expressways Berhad and Telekom Malaysia Berhad, which are public listed

companies in Malaysia.

Mr. Quah 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. Quah does not have any relationship with any directors, senior management or substantial or controlling shareholders of the Company and he does not hold any interest in the shares of the Company within the meaning of Part XV of the Securities and Futures Ordinance.

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

By Order of the Board
Tan Yoke Kong
Company Secretary

Hong Kong, 30 July 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, Mr. Quah Poh Keat and Mr. Wong Kong Ming 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*