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CLARIFICATION ANNOUNCEMENT

Addition information is hereby given in relation to the re-designation of Mr. Quah Poh Keat as an Independent Non-executive Director of the Company on 13 January 2009.

The Board of Directors (the “Board”) of Public Financial Holdings Limited (the “Company”) refers to the announcement made on 13 January 2009 in relation to the re-designation of Mr. Quah Poh Keat from a Non-executive Director to an Independent Non-executive Director of the Company with effect from 13 January 2009.

The Board wishes to provide further information on the re-designation of Mr. Quah Poh Keat from Non-executive Director to Independent Non-executive Director as follows:

1. Mr. Quah was appointed as Non-executive Director on 30 July 2008 and not as an Independent Non-executive Director pursuant to Rule 3.13(3) of the Listing Rules, based on the following:

- 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.
- KPMG Malaysia is the external auditor of Public Bank, the parent company.
- In view that Mr. Quah had retired from KPMG Malaysia on 31 December 2007, there was a lapse of less than 1 year prior to his appointment as Non-executive Director of the Company on 30 July 2008.

2. Mr. Quah had been re-designated from Non-Executive Director to Independent Non-Executive Director on 13 January 2009 based on the following consideration by the Board:
 - He now complies with Rule 3.13(3), as it has been more than one year since he retired from KPMG Malaysia.
 - It has been the Board's intention that Mr. Quah's appointment to the Board should be as an Independent Non-Executive Director, as his professional qualifications, experience and expertise are suitable for him to discharge the roles and responsibilities of an Independent Non-Executive Director effectively.
 - The Board considers that Mr. Quah is independent as he fulfills all independence assessments under Rule 3.13(1) to (6) and (8) save for Rule 3.13(7) of the Listing Rules which provides that an independent non-executive director appointed was not a director of the listed issuer during the two years immediately preceding the appointment, as Mr. Quah was appointed a Non-executive Director on 30 July 2008.
3. Mr. Quah has since his appointment as a Non-Executive Director of the Company, exercised independent judgment and he has not engaged in the day-to-day management of the Company, and has not participated in any business dealings and is not involved in any other relationships with the Company.

By Order of the Board
Tan Yoke Kong
Company Secretary

Hong Kong, 15 January 2009

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