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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)

Notification of Board Meeting

The board of directors (the “Board”) of Public Financial Holdings Limited (the “Company”) is pleased to announce that a meeting of the Board of the Company will be held on 14 July 2010 for the purpose of approving the interim results of the Company for the six months ended 30 June 2010.

By Order of the Board
Tan Yoke Kong
Company Secretary

Hong Kong, 2 July 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*