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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)

RE-DESIGNATION OF DIRECTOR

Mr. Lee Huat Oon is re-designated as a Non-executive Director of the Company with effect from 22 November 2013.

The Board of Directors (the “Board”) of Public Financial Holdings Limited (the “Company”) is pleased to announce the re-designation of Mr. Lee Huat Oon from an Executive Director to Non-executive Director of the Company with effect from 22 November 2013.

Mr. Lee was appointed as an Executive Director of the Company in June 1996 and is currently the Executive Director and General Manager/Chief Executive of Public Finance Limited, an indirect wholly-owned subsidiary of the Company.

Mr. Lee, aged 51, has 25 years of experience in the banking and finance industry. He holds a degree in Accounting from the University of Malaya and is a Chartered Accountant Malaysia of the Malaysian Institute of Accountants.

Mr. Lee is currently the Acting Chairman of The DTC Association, a member of The Deposit-taking Companies Advisory Committee, a member of the Banking and Finance Industry Training Board in Hong Kong and a director of The Hong Kong Mortgage Corporation Limited. Save as disclosed above, Mr. Lee did not hold directorships in other public listed companies in the last three years.

As at the date of this announcement, Mr. Lee holds interests in shares of the Company within the meaning of Part XV of the Securities and Futures Ordinance as follows:

- (i) 57,402 shares in Public Bank Berhad, the holding company of the Company, representing approximately 0.0016% interest thereof;

** For identification purpose only*

- (ii) 20,000 shares in the Company, representing approximately 0.0018% interest thereof; and
- (iii) 3,170,000 options to subscribe for shares in the Company.

There is no service contract signed between Mr. Lee 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. Lee received a director's fee of HK\$50,000 for the year 2012 and is expected to receive a similar level of director's fee for the year 2013, 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.

Save as disclosed above, there is no matter relating to the re-designation of Mr. Lee that needs to be brought to the attention of the shareholders of the Company nor any information that needs to be disclosed pursuant to the requirements of Rules 13.51(2)(h) to (v) of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited.

By Order of the Board
Chan Sau Kuen
Company Secretary

Hong Kong, 22 November 2013

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, Mr. Quah Poh Keat, Dato' Chang Kat Kiam, Mr. Chong Yam Kiang and Mr. Lee Huat Oon as Non-Executive Directors, Mr. Tan Yoke Kong as Executive Director, and Tan Sri Datuk Seri Utama Thong Yaw Hong and Mr. Lee Chin Guan as Independent Non-Executive Directors.