

Swire Pacific is one of the leading companies in Hong Kong, with five operating divisions: Property, Aviation, Beverages, Marine Services and Trading & Industrial. The Group's operations are predominantly in Greater China, where the name Swire or 太古 has been established for over 140 years. Swire Pacific is deeply committed to Hong Kong, where our subsidiaries and our jointly controlled and associated companies employ over 45,000 staff. Globally we employ over 100,000 staff.

VALUE IN DIVERSITY

We are committed to ensuring that our affairs are conducted with high ethical standards, which is a key component of our long-term success. This reflects our belief that in achieving our business objectives it is imperative that we act with high standards of probity, transparency and accountability, and with dignity, respect and in a socially responsible manner within the communities in which we operate.

We focus on the long-term development of businesses where we can create shareholder value in accordance with a return on capital appropriate to each business.

The Group's total net assets employed increased by HK\$48,826 million during 2010 to HK\$250,232 million. Profit attributable to the Company's shareholders in 2010 was HK\$38,252 million against HK\$21,893 million in 2009. Underlying profit attributable to shareholders, which principally adjusts for changes in the valuation of investment properties, increased by HK\$7,668 million to HK\$16,143 million.

Net assets employed by the Property Division increased by HK\$29,250 million to HK\$194,652 million at 31st December 2010, on which date they represented 78% of the Group's net assets. The profit of the Property Division in 2010 was HK\$26,008 million. The division's underlying profit in 2010 was HK\$4,862 million against HK\$3,966 million in 2009 and its return on average underlying equity was 3.3%, compared to 3.1% in 2009.

Net assets employed by the Aviation Division increased by HK\$16,349 million to HK\$38,003 million at 31st December 2010. The profit of the Aviation Division in 2010 was

HK\$8,901 million against HK\$1,821 million in 2009. Excluding the gain on remeasurement of the previously held interest in HAECO and the profit on disposal of Hactl, the Aviation Division provided a return on average equity employed of 20.8%, compared to a return of 9.4% in 2009.

Net assets employed by the Beverages Division increased by HK\$408 million to HK\$4,978 million at 31st December 2010. The profit of the Beverages Division in 2010 was HK\$699 million against HK\$753 million in 2009. The division generated a return on average equity employed of 19.1%, compared to 23.3% in 2009.

Net assets employed by the Marine Services Division increased by HK\$1,019 million to HK\$8,901 million at 31st December 2010. The profit of the Marine Services Division in 2010 was HK\$791 million against HK\$1,637 million in 2009. The division provided a return on average equity employed of 9.0%, compared to 21.5% in 2009.

Net assets employed by the Trading & Industrial Division decreased by HK\$493 million to HK\$1,034 million at 31st December 2010. The profit in 2010 was HK\$1,198 million against HK\$350 million in 2009. Excluding the profit on disposal of the interest in CROWN Beverage Cans, the division provided a return on average equity employed of 23.5%, compared to 18.3% in 2009.

The Group generated a total return on average equity attributable to the Company's shareholders of 20.5% in 2010 against 13.8% in 2009. On an underlying basis, the Group's return on average equity was 8.5%, compared to 5.2% in 2009.