



新世界發展有限公司

New World Development Company Limited

(incorporated in Hong Kong with limited liability)

(Stock Code: 0017)

## **APPOINTMENT OF NON-EXECUTIVE DIRECTOR**

The board of directors (the “Board”) of New World Development Company Limited (the “Company”) is pleased to announce that Ms Ki Man-Fung, Leonie, JP has been appointed as a non-executive director of the Company with effect from 5 December 2008.

Ms. Ki Man-Fung, Leonie, JP, aged 61, is the managing director of New World China Enterprises Projects Limited, a subsidiary of the Company, since 1997, director of Kunming New World First Bus Services Limited and director of certain subsidiaries of the Group.

Ms. Ki is an independent non-executive director of Clear Media Limited (stock code: 100) and Sa Sa International Holdings Limited (stock code: 178). Except as disclosed, Ms. Ki did not hold directorship in other listed public companies in the past three years.

A graduate of the University of Hong Kong, Ms. Ki has more than 30 years’ experience in integrated communication and marketing services, especially in advertising and public relations. She was the founder, partner and chairman/chief executive officer of Grey Hong Kong Advertising Limited and Grey China Advertising Limited. In 1995, she helped set up The Better Hong Kong Foundation as its first chief executive. For charity and community services, she is currently a council member of UNICEF, a life member of the Children’s Cancer Foundation, Trustee of Ocean Park Conservation Fund, Honorary Secretary of Wu Zhi Qiao Charitable Foundation, a member of the Sports Commission of Hong Kong, and a member of the Hong Kong Housing Society. For education services, she is a court and council member of Lingnan University, a member of the Asian Advisory Board of Cheng Yu Tung Management Institute, Richard Ivey School of Business (University of Western Ontario, Canada), a member of the Advisory Board of the EMBA Programme of CUHK, and a member of the Career Advisory Board of HKU. She has also helped the Group initiated a New World/Harvard Kennedy School of Government Fellows Program by sending top PRC officials to John F. Kennedy School of Government, Harvard University for training.

Ms. Ki is also a popular writer and columnist and has published nine books so far, including the first ever advertising book in Chinese in Greater China.

She is a CPPCC member of Yunnan Province in the PRC, and a recipient of Honorary University Fellows from OUHK, Beta Gamma Sigma from CUHK/BA, and Silver Bauhinia Star by the Government of the Hong Kong Special Administrative Region.

There is no service contract between the Company and Ms. Ki. She is not appointed for a specific term except that she is subject to retirement by rotation in accordance with the articles of association of the Company. The director's fee for Ms. Ki will be fixed by the Board annually with the authorization granted by the shareholders of the Company at an annual general meeting of the Company annually. Ms. Ki receives a monthly salary of HK\$300,000 from the Group and be entitled to a discretionary bonus. This has been determined by reference to her duties and responsibilities with the Group and the Group's remuneration policy.

Ms. Ki does not have any relationship with any directors, senior management or substantial or controlling shareholders of the Company. Except for her personal interest in 60,000 shares of the Company and the 1,000,000 share options granted by the Company, as at the date hereof, Ms. Ki does not have other interests in the shares of the Company within the meaning of Part XV of the Securities and Futures Ordinance.

Save for the information set out above, there is no other information to be disclosed pursuant to any of the requirements of Rule 13.51(2) of the Listing Rules nor are there other matters that need to be brought to the attention of the shareholders of the Company in relation to the appointment of Ms. Ki.

The Board would like to take this opportunity to welcome Ms. Ki to join the Board.

By Order of the Board  
**Leung Chi-Kin, Stewart**  
*Company Secretary*

Hong Kong, 5 December 2008

*As at the date of this announcement, (a) the Executive Directors of the Company are Dato' Dr. Cheng Yu-Tung, Dr. Cheng Kar-Shun, Henry, Dr. Sin Wai-Kin, David, Mr. Liang Chong-Hou, David, Mr. Leung Chi-Kin, Stewart and Mr. Cheng Chi-Kong, Adrian; (b) the Non-executive Directors of the Company are Mr. Cheng Kar-Shing, Peter, Mr. Chow Kwai-Cheung, Mr. Liang Cheung-Biu, Thomas and Ms. Ki Man-Fung, Leonie; and (c) the Independent Non-executive Directors of the Company are Mr. Yeung Ping-Leung, Howard, Dr. Cha Mou-Sing, Payson (alternate director to Dr. Cha Mou-Sing, Payson: Mr. Cha Mou-Zing, Victor), Mr. Ho Hau-Hay, Hamilton and Mr. Lee Luen-Wai, John.*