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澳門博彩控股有限公司
SJM HOLDINGS LIMITED

(incorporated in Hong Kong with limited liability)
(Stock Code: 880)

ELECTION OF LANGUAGE AND MEANS OF RECEIPT OF CORPORATE COMMUNICATION

The Company is making arrangements in accordance with Rules 2.07A and 2.07B of the Listing Rules respectively to offer its Shareholders the options to elect for receipt of the Corporate Communication either by electronic means through the Company's website at www.sjmholdings.com or in printed form (in English version only, or in Chinese version only, or in both English and Chinese versions).

INTRODUCTION

SJM Holdings Limited (the “**Company**”) is availing itself of Rules 2.07A and 2.07B of the Listing Rules to make arrangements to offer its Shareholders the options to elect for receipt of the Corporate Communication either by electronic means through the Company's website at www.sjmholdings.com or in printed form (in English version only, or in Chinese version only, or in both English and Chinese versions).

For the purposes of environmental protection and cost saving, the Company recommends its Shareholders to elect the Website Version (as defined below) for receiving the Corporate Communication.

PROPOSED ARRANGEMENTS

In accordance with Rules 2.07A and 2.07B of the Listing Rules, the following arrangements have been made by the Company:

1. A letter of request (the “**First Letter**”) dated 25 August 2011 together with a pre-paid reply form (the “**Reply Form**”), in both English and Chinese versions, have been sent by the Company to its Shareholders to enable them to elect any one of the following options for receipt of the Corporate Communication:

- (1) to read the Corporate Communication published on the Company's website at www.sjmholdings.com (the "**Website Version**") in place of receiving printed copies, and receive the Company's printed notification of the publication of Corporate Communication on its website; or
- (2) to receive the printed English version of all Corporate Communication only; or
- (3) to receive the printed Chinese version of all Corporate Communication only; or
- (4) to receive both the printed English and Chinese versions of all Corporate Communication.

The Reply Form should be completed, signed and returned by post using the mailing label at the bottom of the Reply Form (a stamp is not needed if posted in Hong Kong) or by hand delivery to the Company c/o the Company's share registrar ("**Share Registrar**"), Computershare Hong Kong Investor Services Limited at 17M Floor, Hopewell Centre, 183 Queen's Road East, Wanchai, Hong Kong.

2. The First Letter explains that if the Company does not receive the duly completed Reply Form or receive a response indicating any objection from its Shareholders by 22 September 2011, such Shareholders will be deemed to have consented to Website Version only and a notification of the publication of Corporate Communication will be sent to such Shareholders by post after the relevant Corporate Communication is published on the Company's website.
3. Shareholders who wish to receive Corporate Communication in printed form can select to receive either English version only, or Chinese version only, or both English and Chinese versions. The Company will send the selected language(s) of the Corporate Communication to those Shareholders who have made a selection unless and until they notify the Company c/o the Company's Share Registrar in writing or send a notice via email at sjm.ecom@computershare.com.hk that they wish to receive the Corporate Communication in the other (or both) language(s) or by electronic means through the Company's website (i.e. the Website Version).
4. When each of the printed Corporate Communication (either English version or Chinese version only) is sent out in accordance with the arrangements as set out in paragraph 3 above, a notification letter (the "**Second Letter**") together with a pre-paid request form (the "**Request Form**"), in both English and Chinese versions, will be attached to the Corporate Communication stating that the Corporate Communication prepared in the other language will be available upon request.
5. With respect to Shareholders who have chosen (or are deemed to have consented) to receive all Corporate Communication using electronic means, the Second Letter together with the Request Form will be sent to such Shareholders by post after any Corporate Communication is published on the Company's website and the HKEx's website.
6. Shareholders shall have the right at any time by reasonable notice in writing or sending a notice via email at sjm.ecom@computershare.com.hk specifying their name, address and request to the Company c/o the Company's Share Registrar, to change the choice of language or means of receipt of the Corporate Communication. Even if a Shareholder has chosen (or is deemed to have consented) to receive all Corporate Communication using electronic means but for any reason have difficulty in receiving or gaining access to the Corporate Communication, the Company will promptly upon request send the Corporate Communication to this Shareholder in printed form free of charge.

7. Each of the Corporate Communication in both English and Chinese versions and in an accessible format will be available on the Company's website at www.sjmholdings.com and the HKEx's website at www.hkexnews.hk.
8. Shareholders can call the Company's telephone hotline at (852) 2862 8688 during business hours from 9:00 a.m. to 6:00 p.m. from Monday to Friday, excluding public holidays, in respect of any queries in relation to the Company's proposed arrangements.

DEFINITIONS

In this announcement, the following expressions have the meanings set out below unless the context requires otherwise:

- “Corporate Communication” : any document issued or to be issued by the Company for the information or action of holders of any of its securities as defined in Rule 1.01 of the Listing Rules, including but not limited to (a) the directors' report, its annual accounts together with a copy of the auditors' report and, where applicable, its summary financial report; (b) the interim report and, where applicable, its summary interim report; (c) a notice of meeting; (d) a listing document; (e) a circular; and (f) a proxy form
- “HKEx” : Hong Kong Exchanges and Clearing Limited
- “Hong Kong” : the Hong Kong Special Administrative Region of The People's Republic of China
- “Listing Rules” : The Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited
- “Shareholder(s)” : holder(s) of the ordinary share(s) of HK\$1.0 each in the share capital of the Company

By Order of the Board
SJM Holdings Limited
So Shu Fai
Executive Director and Chief Executive Officer

Hong Kong, 25 August 2011

As at the date of this announcement, the executive directors of the Company are Dr. Ho Hung Sun, Stanley, Dr. So Shu Fai, Mr. Ng Chi Sing, Mr. Rui José da Cunha, Ms. Leong On Kei, Angela, Mr. Shum Hong Kuen, David and Mr. Fok Tsun Ting, Timothy, the non-executive director of the Company is Dato' Dr. Cheng Yu Tung and the independent non-executive directors of the Company are Mr. Chau Tak Hay, Mr. Lan Hong Tsung, David, Mr. Shek Lai Him, Abraham and Mr. Tse Hau Yin.