



澳門博彩控股有限公司  
SJM HOLDINGS LIMITED

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

25 August 2011

Dear Shareholder,

**Election of Language and Means of Receipt of Corporate Communication**

Pursuant to the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited and/or the articles of association of SJM Holdings Limited (the “**Company**”), the Company will make available the following options for you to elect for receipt of the corporate communication of the Company (the “**Corporate Communication**”), which means any document issued or to be issued by the Company for the information or action of holders of any of its securities, 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, in the following manners:

- (1) to read the Corporate Communication published on the Company’s website at [www.sjmholdings.com](http://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.

For the purposes of environmental protection and cost saving, the Company recommends you to select the Website Version. To make your election, please mark “**X**” in the appropriate box on the enclosed reply form (the “**Reply Form**”) and sign and return it 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.

**If the Company does not receive the duly completed Reply Form or receive a response indicating any objection from you by 22 September 2011, you will be deemed to have consented to Website Version only. A notification of the publication of Corporate Communication will be sent to you by post after the relevant Corporate Communication is published on the Company’s website.**

If you choose to receive the Corporate Communication in printed form, the Company will send the selected language(s) of the Corporate Communication to you unless and until you notify the Company c/o the Company’s Share Registrar in writing or send a notice via email at [sjm.ecom@computershare.com.hk](mailto:sjm.ecom@computershare.com.hk) that you 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). You have the right at any time by reasonable notice in writing to the Company c/o the Company’s Share Registrar or using the email at the email address as indicated above specifying your name, address and request, to change the choice of language or means of receipt of the Corporate Communication. Even if you have chosen (or are 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 your request send the Corporate Communication to you in printed form free of charge.

Please note that (a) printed copies of the English and Chinese versions of all Corporate Communication will be available from the Company or the Company’s Share Registrar on request; and (b) the same will also be available on the Company’s website at [www.sjmholdings.com](http://www.sjmholdings.com) and the website of Hong Kong Exchanges and Clearing Limited at [www.hkexnews.hk](http://www.hkexnews.hk).

Should you have any queries in relation to this letter, please 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.

Yours faithfully,  
For and on behalf of  
**SJM Holdings Limited**  
**Kwok Shuk Chong**  
Company Secretary