



Date : 4 October 2010

To : The Shareholders of Hong Leong Financial Group Berhad

Dear Sir/Madam,

Re : eDividend (Electronic Dividend) Service

We refer to the eDividend (Electronic Dividend) service which all companies listed on Bursa Malaysia Securities Berhad ("listed issuers") are required to implement effective 1 September 2010 and append below the information on the same for your attention.

The eDividend refers to the payment of cash dividends by a listed issuer directly into the shareholders' bank accounts. One of the main objectives of implementing eDividend is to promote greater efficiency of the payment system which is aligned to the national agenda of migrating to electronic payment.

1. Benefits of eDividend

- 1.1 eDividend extends to all listed issuers and provides, amongst others, faster access to your cash dividends, eliminates the inconvenience of having to deposit the dividend cheques and problems such as misplaced, lost or expired cheques, and unauthorised deposit of dividend cheques.
- 1.2 When you register for eDividend, you will enjoy the following benefits:-
 - (a) the convenience of a one-off registration for entitlement to eDividend from all listed issuers; and
 - (b) the option to consolidate the dividends from all your Central Depository System ("CDS") accounts into one bank account for better account management.

2. Registration of eDividend

- 2.1 Registration of eDividend had commenced on 19 April 2010 for a period of one year from 19 April 2010 to 18 April 2011, at no cost to the shareholders. If you register after the one-year period, an administrative charge will be imposed.

To register for eDividend, you are required to provide to Bursa Malaysia Depository Sdn Bhd ("Bursa Depository") through your stockbroker, your bank account number and other information by completing the prescribed form. This form can be obtained from your stockbroker's office where your CDS account is maintained, or downloaded from Bursa Malaysia Securities Berhad's website at <http://www.bursamalaysia.com>.

- 2.2 You need to submit to your stockbroker's office where your CDS account is maintained, the duly completed prescribed form and the following for registration:-
 - (a) Individual depositor : Copy of identification documents i.e. NRIC, Passport, Authority Card or other acceptable identification documents. Original documents must be produced for your stockbroker's verification;

Corporate depositor : Certified true copy of the Certificate of Incorporation/Certificate of Registration; and
 - (b) Copy of your bank statement/bank savings book/details of your bank account obtained from your bank's website that has been certified by your bank/copy of letter from your bank confirming your bank account particulars. For individuals, original documents must be produced for your stockbroker's verification. For corporate entities, a certified true copy is to be submitted.

If the CDS account is held in the name of a nominee, the nominee will register for the eDividend.

- 2.3 If you are not able to be present at your stockbroker's office to submit the prescribed form and supporting documents, please ensure that the signing of the prescribed form and the supporting documents have been witnessed by an acceptable witness specified by Bursa Depository. In this regard, an acceptable witness includes an Authorised Officer of your stockbroker, a Dealer's Representative, a Notary Public and an Authorised Officer of the Malaysian Embassy / High Commission.

3. Notification of eDividend payment after registration

- 3.1 You are encouraged to provide in the prescribed form to Bursa Depository both your mobile phone number and e-mail address, if any. This is to enable the Company to issue electronic notification to you either via e-mail or sms, at the discretion of the Company, once the Company has paid the cash dividend out of its account. Please note that if you provided only your mobile phone number and the Company decides to issue notification via e-mail, you will only be notified of the cash dividend payment when you receive your dividend warrant or tax certificate.

4. Additional information for shareholders

- 4.1 Your savings or current account, must be an active bank account, maintained with a local bank under your name or in the case of a joint account, has your name as one of the account holders. It must also be a bank account with a financial institution that is a member of the Malaysian Electronic Payment System Inter-Bank GIRO (IBG) set out below, which can be found on this website : http://www.meps.com.my/faq/interbank_giro.asp?id=2#answer

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| 1. Affin Bank Berhad | 12. EON Bank Berhad |
| 2. Alliance Bank Malaysia Berhad | 13. Hong Leong Bank Berhad |
| 3. AmBank (M) Berhad | 14. HSBC Bank Malaysia Berhad |
| 4. Bank Islam Malaysia Berhad | 15. Malayan Banking Berhad |
| 5. Bank Muamalat Malaysia Berhad | 16. OCBC Bank (Malaysia) Berhad |
| 6. Bank Kerjasama Rakyat Malaysia Berhad | 17. Public Bank Berhad |
| 7. Bank of America | 18. RHB Bank Berhad |
| 8. Bank Simpanan Nasional | 19. Standard Chartered Bank Malaysia Berhad |
| 9. CIMB Bank Berhad | 20. The Royal Bank of Scotland Berhad |
| 10. Citibank Berhad | 21. United Overseas Bank (Malaysia) Bhd |
| 11. Deutsche Bank Berhad | 22. J.P. Morgan Chase Bank Berhad |
| | 23. Kuwait Finance House (M) Berhad |

- 4.2 Your bank account particulars and other related information are protected under the Securities Industry (Central Depositories) Act 1991 which strictly prohibits the disclosure of such information to any person unless you expressly authorise the disclosure in writing. For eDividend purposes, you will be authorising disclosure of your bank account particulars and other related information to persons necessary to facilitate the eDividend such as the Company, the share registrar and the appointed paying banks.

We look forward to a successful implementation of eDividend through your active participation, and to serving you better as our valued shareholders. If you have any queries relating to eDividend, please do not hesitate to contact our share registrar as follows:-

Hong Leong Share Registration Services Sdn Bhd
Level 5, Wisma Hong Leong
18 Jalan Perak
50450 Kuala Lumpur, Malaysia

Telephone No. : 603-21641818
Facsimile No. : 603-21643703

Yours faithfully
Hong Leong Financial Group Berhad

Christine Moh Suat Moi
Secretary