



SOUTH EAST GROUP LIMITED

(Incorporated in Bermuda with limited liability)

(Stock Code: 726)

APPOINTMENT OF INDEPENDENT NON-EXECUTIVE DIRECTOR

The Board of Directors (the “Board”) of South East Group Limited (the “Company”) is pleased to announce that Mr. Ng Chun Hung, Lawrence has been appointed as an independent non-executive director of the Company with effect from 29 December 2004.

Mr. Ng, aged 26, has not held any other position with the Company or any of its subsidiaries, apart from his directorship with the Company. Mr. Ng was educated at the University of Southern California. He is a co-founder and the Chief Executive Officer of a U.S. company known for internet advertising and technology. He has not held any directorship in public listed companies in the last years. He does not and has not have any service contract with the Company but is subject to retirement by rotation and re-election at the annual general meeting of the Company in accordance with its bye-laws.

As at the date of this announcement, Mr. Ng does not have any relationship with any directors, senior management, substantial or controlling shareholders of the Company, nor does he have any interest in shares of the Company within the meaning of Part XV of the Securities and Futures Ordinance. As an independent non-executive director, Mr. Ng will be entitled to receive emoluments as the Company may determine from time to time.

The directors of the Company as at the date of this announcement are Mr. Budiman Rahardja and Mr. Kwan Kei Chor, Samuel as executive directors, Mr. Chen Zhi Yung as non-executive director, Mr. Lo Yuk Lam, Mr. Wong Kam Wah and Mr. Ng Chun Hung, Lawrence as independent non-executive directors.

By order of the Board
Kwan Kei Chor, Samuel
Director

Hong Kong, 29 December 2004

Please also refer to the published version of this announcement in China Daily.