



**PRESS RELEASE**

**Yue Yuen Wins Five Awards, Including ‘Best IR Company’, at the *HKIRA 5<sup>th</sup> Investor Relations Awards 2019***

- Yue Yuen sweeps annual awards held by the Hong Kong Investor Relations Association (“HKIRA”)
- The awards, determined by votes from the buy-side, sell-side analysts and fund managers, further recognize the Group’s Investor Relations (IR) excellence

(Hong Kong, May 30, 2019) – **Yue Yuen Industrial (Holdings) Limited** (together with its subsidiaries, “the Group”, HKEX stock code: 0551) was awarded five awards at the *HKIRA 5<sup>th</sup> Investor Relations Awards 2019 today*. The awards were:

- Best IR Company
- Best IR by CFO – Dmitri Hu
- Best IRO – Olivia Wang
- Best Investor Meeting
- Best IR Team – Olivia Wang; Lucia Yu; Cynthia Li; Sophie Kuok

The awards, which are determined by voting from the buy-side and sell-side analysts and fund managers, further recognizes the Group’s efforts to educate investors about its manufacturing excellence and vertical integration strategy, as well as to provide consistent and timely updates and interactions with the investment community.

Mr. Dmitri Hu, Chief Financial Officer of the Group said, *“I am extremely pleased about the continued recognition of Yue Yuen’s investor relations excellence. Winning five awards at the HKIRA Investor Relations Awards is a tremendous achievement. We look forward to further improving our transparency and the quality of our interactions with the investment community while remaining committed to enhancing corporate value and shareholder returns.”*

The HKIRA is a professional non-profit association that advocates the setting of international standards in investor relations and advances best IR practices. Its annual Investor Relations Awards celebrates excellence and best practices in investor relations by individuals and companies listed on the Stock Exchange of Hong Kong.

Further information about the awards is available at <http://www.hkira.com/awards/index.php>.



HKIRA 5<sup>th</sup> Investor Relations Awards 2019



Best IR by CFO – Dmitri Hu



## Yue Yuen Industrial (Holdings) Limited

### **About Yue Yuen Industrial (Holdings) Limited**

Yue Yuen (SEHK: 0551) is a global leader in the manufacture of athletic and casual/outdoor footwear with a diversified portfolio of brand customers and production sites. The Group's production capacity is the world's largest and is widely recognized for its responsiveness, flexibility, innovation, design and development capabilities, and superior quality. In addition, the Group puts workplace safety and sustainability at the core of its commitments.

The Group also operates one of the largest and integrated sportswear retail networks in the Greater China region, as well as event management and sport services (listed as Pou Sheng International (Holdings) Limited [SEHK: 3813]).

For more information on Yue Yuen, visit [www.yueyuen.com](http://www.yueyuen.com). For more information on Pou Sheng, visit [en.pousheng.com](http://en.pousheng.com).

<p><u>For investor enquiries</u> Olivia Wang Investor Relations Director Tel: 2370 5122 Fax: 2370 5108 Email: <a href="mailto:olivia.wang@yueyuen.com">olivia.wang@yueyuen.com</a></p>	<p><u>For media enquiries</u> Matthew Schultz Think Alliance Group Tel: 3798 5321 Fax: 3975 2800 Email: <a href="mailto:yueyuen@think-alliance.com">yueyuen@think-alliance.com</a></p> <p>Henry Chow Think Alliance Group Tel: 3798 5322 Fax: 3975 2800 Email: <a href="mailto:yueyuen@think-alliance.com">yueyuen@think-alliance.com</a></p>
--	---