



PRESS RELEASE

Yue Yuen Wins ‘Best Use of Multimedia’ Award at the *IR Magazine Awards – Greater China 2019*

Prestigious award recognizes Yue Yuen’s efforts to improve its website experience, online investor resources and investor communications

(Hong Kong, December 6, 2019) – **Yue Yuen Industrial (Holdings) Limited** (together with its subsidiaries “the Group”, stock code: 551) was recognized at this year’s *IR Magazine Awards – Greater China 2019*, scooping the ‘**Best use of multimedia for IR**’ award.

The award recognizes Yue Yuen’s innovation in revamping its communication with investors in 2019, particularly the launch of a new website containing a suite of online investor resources. We welcome you to experience Yue Yuen’s new IR website at <http://www.yueyuen.com/>.

IR Magazine is a global publication that focuses on the best investor relations practices and benchmarks among listed companies around the world. *The IR Magazine Awards – Greater China* is an internationally renowned event held annually that invites IR professionals from around the region to recognize IR excellence.

For a full list of the winners, please refer to: <https://events.irmagazine.com/greaterchina/>

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. For more information on Pou Sheng, visit en.pousheng.com.



(IR Magazine Awards – Greater China 2019, ‘Best use of multimedia for IR’)

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