



PRESS RELEASE

Yue Yuen Wins Six Awards, Including ‘Best IR Company’, at the *HKIRA 6th Investor Relations Awards 2020*

- Yue Yuen once again sweeps annual awards held by the Hong Kong Investor Relations Association (“HKIRA”)
- The awards were determined by votes from the buy-side, sell-side analysts and fund managers, recognizes the Group’s efforts in effectively engaging with shareholders and the investment community

(Hong Kong, September 23, 2020) – **Yue Yuen Industrial (Holdings) Limited** (together with its subsidiaries “the Group”, stock code: 551) was today awarded six awards at the *HKIRA 6th Investor Relations Awards 2020*. The awards were:

- Best IR Company
- Best IR by CFO
- Best IRO
- Best IR Team
- Best Investor Meeting
- Best Investor Presentation Material

The awards, which are determined by voting from the buy-side, sell-side analysts and fund managers, further recognizes the Group’s efforts to educate investors about its manufacturing excellence and vertical integration strategies, and its plans to return to sustainable profitability. The awards also recognize the Group’s commitment to providing consistent and timely updates and interactions with the investment community – an increasingly challenging task amidst the outbreak of the global COVID-19 pandemic.

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 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>.

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]).



Yue Yuen Industrial (Holdings) Limited

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