

2003

## Expanding Horizons

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## our MISSION

Leveraging on our defined strategies in horizontal expansion, vertical integration, China opportunities and logistics capabilities, we will work to maintain and enhance our position as the world's largest manufacturer of branded athletic and casual footwear. In the process, we are committed to deepening the strategic partnerships we have built with our customers and further strengthening the staff and community programs that we have in place.



Like a bird soaring higher and flying further, Yue Yuen is reaching new heights and expanding its horizons in pursuit of greater growth and continued success.

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