



Investor Relations Report



OVERVIEW

The Group has attached great importance to the management of investor relations and adopted a “comprehensive, timely and interactive” means to communicate with investors.

FAIR AND TIMELY DISCLOSURE

During the year under review, the Group has been in strict compliance with the requirements of the Hong Kong Stock Exchange. It has made timely, true and accurate disclosure of corporate information, and responded to queries from the market in a timely and accurate manner to enhance the transparency of the Company’s performance. At the same time, the Group will also conduct ongoing communications and implement effective means of communication to strengthen its sustained and steady relationship with its investors.

COMPREHENSIVE CHANNEL AND TARGETS

In order to capture the latest market updates and maintain interactive exchange with investors, the Group has placed much emphasis on the dissemination of information and real-time response to investors’ opinions on the Company, in an effort to reinforce the investors’ awareness and understanding of the Company, and simultaneously collect investors’ opinions and recommendations on the Company.



INVESTOR RELATIONS REVIEW

During the year under review, the Group had strengthened the work of investor and media relations through the following activities under the leadership of Mr. Ho Yui Pok, Eleutherius, chief financial officer and company secretary of the Company and with the full support of the Board of Directors and the senior management:

1. RESULTS ANNOUNCEMENT AND ROADSHOW

The Group had prepared detailed results reports upon finalization of interim and annual results of the Group to discuss the market environment, financial conditions, operating strategies and future outlook to the public accurately and effectively. Upon the publication of 2008 annual results and 2009 interim results, the Group attended a total of nine roadshows in Hong Kong and overseas and met with approximately 150 fund managers and analysts in the major international financial markets including Hong Kong, Singapore, New York and Beijing. During roadshow, the Group clearly stated its branding strengths and market position to the global institutional investors and research analysts, providing them with a full picture of the business prospects of the Group.

2. INVESTORS MEETINGS

In 2009, the Group attended a total of 14 investor forums, conferences and seminars organized by investment banks and securities firms in Hong Kong, China and Singapore and met with approximately 200 analysts and fund managers through one-on-one meetings, group meetings and investment seminars. After attending those investor forums and meetings, the Group received very positive responses and feedbacks from the investors.

3. ONGOING COMMUNICATIONS

Apart from organizing regular investor and analyst presentations upon publication of interim and annual results, the Group also provides opportunities with investors to communicate with the senior management of the Group. In 2009, the Group organized approximately 300 meetings and telephone conference meetings with the investors and research analysts and shared with them the Group's financial performance, business updates and future prospects. During the period under review, a total of 11 renowned investment banks and securities firms had published research reports on the Group.

4. DISSEMINATION OF CORPORATE INFORMATION

The Group responds swiftly to various enquiries made by the investors, analysts and the media by various means of communication. Besides, the company website is one of the quickest means to communicate with investors. During the year under review, the Group continued to make use of its company website www.xtep.com.hk as the platform to communicate with the public and updated the website contents regularly to post announcements, press releases and periodic information so as to strengthen the effectiveness of information dissemination.





Moreover, the Group continues to update and compile investor database to expand the Group's investors network and provide them with the latest corporation information and discloseable financial information on a regular basis. The Group has also rolled out interactive investor relations activities to establish a smooth dual communication channel and platform for investors' long-term communication.

5. SITE VISITS

During the year under review, the Group actively invited investors, analysts and fund managers for site visits. The Group organized a number of site visits to Xiamen and Quanzhou to gain a better understanding of the industry development and the business operations and operating conditions of the Group. The Group's senior management attended the site visits and answered enquiries from the attendees on the business and development of the Group. The Group received very positive response from these site visits.

6. MEDIA RELATIONS

The Group endeavours to maintain a close relationship with the overseas and local media. In 2009, the Group actively organised interviews with a number of local media agencies including financial magazines and radio stations, which reinforced the Group's publicity and recognition in Hong Kong.

PROSPECTS

The foundation of investor relations is based on the seamless integration of advanced communication strategies and the dedicated involvement by the senior management of the Group. Looking forward into the year 2010, the Group will continue to maintain highly transparent communication with investors on a timely and accurate manner.

In 2010, the Group will continue to disclose regular operating and financial information to increase the Group's transparency and plan to issue monthly corporate newsletters to strengthen communications with the public. The Group will also continue to strengthen the relationship with the media and the investment community through various means of communications, organising regular site visits and meetings with senior management. In conclusion, the Group will endeavour to consolidate and foster the timely and accurate dissemination of corporate information and enhance further the investor relationships.



INVESTOR INFORMATION

1. SHARE PARTICULARS

| | |
|----------------------|---|
| Listing date | 3 June 2008 |
| Board lot | 500 Shares |
| No. of issued shares | 2,173,645,000 Shares (as at 31 December 2009) |
| Stock code | 1368 |

2. FINANCIAL CALENDAR

| | |
|--|---|
| 2009 interim results announcement | 7 September 2009 |
| 2009 annual results announcement | 29 March 2010 |
| Closure of register of members | 29 April 2010 – 5 May 2010 (both dates inclusive) |
| Annual general meeting | 5 May 2010 |
| Payment of 2009 final and special dividend | 17 May 2010 |
| Financial year end | 31 December |

3. 2009 DIVIDEND

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|------------------|--------------|
| Interim dividend | HK 7.0 cents |
| Final dividend | HK10.0 cents |
| Special dividend | HK 5.0 cents |

4. INVESTOR RELATIONS CONTACT

For any queries, please contact:

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