



# CORPORATE SOCIAL RESPONSIBILITIES



## CARE FOR THE SOCIETY

The Group's continuous success and development as the world's fashion sportswear leader are attributable to the support from various parties in the community. As such, we strive to promote corporate social responsibilities to enhance the harmonious development with the community and the environment. The Group's efforts were recognised by the community during the year and was granted the "National May 1st Labor Medal" in May 2009 to recognise our sound human resources policies. In the future, we will continue to contribute to community services. Our major social welfare participations in 2009 were as follows:

### I. COMMUNITY CARE

#### 1. CHILDREN EDUCATION AND YOUTH'S DEVELOPMENT

Children and the youth are the future leaders of our society and education is crucial to our next generation and their development. The Group actively participates in children and youth's education work and endeavours to improve their learning and development through donations and giving them sportswear products and schooling items. In 2009, our "Xtep Love & Care Fund" made a number of donations to support the education projects in Quanzhou to improve the learning and school environment. The Group also jointly cooperated with [www.qzce.com](http://www.qzce.com) to give free books to citizens in Quanzhou, enabling the citizens to have an additional opportunity to learn. In addition, we sponsored a number of foundations including Fujian Province Youth Development Foundation, Youth Development Foundation of Quanzhou Youth Federation and China Youth Development Foundation last year to improve the learning environment for the youth so as to lay a solid foundation for their future development.



## 2. CHARITY SUPPORT

To fully support the charity community, the Group participated in a number of charitable and sponsorship events during the year and made donations to the Qianliang Villager Committee of Junjiang City and the Quanzhou Charity Association. In addition, the Group made donations and also initiated its staff to participate in the blood donation campaign organized by the Quanzhou Red Cross in 2009 to make charitable contribution in the local area. The event was well-received by the public.

## II. SPORTS INDUSTRY DEVELOPMENT

As a sportswear leader in China, the Group actively promotes development of China's sports product industry. Through sponsoring a wide range of national and other high-profile local sports events, the Group continues to contribute to the development of China's sports product. In 2009, the Group had contributed sports gear to the Administration of Sports, Fujian Province, actively supported the Funding Protection Association under the Sports Affairs Foundation of Fujian Province (福建省體育事務基金保障資金會) and sponsored the sports delegates of Fujian Province for the 11th National Games of China so as to contribute to the development of China's sports product industry.

## III. HUMAN RESOURCES TRAINING

The Group regards its staff as its most valuable asset. We believe that the effort of our staff is the key to creating the Group's success. Therefore, the Group places great emphasis to provide on job training programs to enhance the skills and service quality of staff.

In order to enhance the overall quality of our staff, we have introduced a high-end professional training course and rolled out a 14-cycle senior management-led power train scheme (高管聯盟動力火車計劃). The Group organized various corporate and culture activities in 2009, including an outward bound program named "Breathe together, Grow together" organized jointly with training institutes, Yan'an and Xi'an field trips and a summit forum on corporate culture held in Xiamen. We hope to strengthen the cooperation and communication with them to enhance staff of loyalty and extend their potentials to the full extent.

Our staff is our most valuable asset and we are fully aware of the fact that a sound and strategic human resources management is the key to leading us into the global arena. In 2009, we combined the best practice of multi-national corporations with our corporate culture to further optimise our remuneration and appraisal system and establish a competitive remuneration platform as an incentive to drive our talents. The Group appraised and award the staff with outstanding performance at the annual award presentation ceremony. Through the above measures, our staff will have better understanding of our mission, vision and our core values, which in turn, enhances their cohesion, sense of belonging and team spirit.





# Dazzling Winter Flake

