

# Investor Relations Report

## OVERVIEW

To strengthen the communication between the Group, and its investors, shareholders and the public, we are devoted to further enhance the management of investor relations by communicating with the aforesaid parties in a timely, fair and transparent manner.

## COMMITMENT IN TRANSPARENT AND QUALITY PUBLIC DISCLOSURE

The Group demonstrated a high level of compliance with the Listing Rules and relevant requirements under the Hong Kong Stock Exchange in the fiscal year of 2010. To achieve effective communication between the Group and its stakeholders, the disclosure of corporate information and inquiries made by investors and the public were fully addressed and attended to in a timely, fair, transparent and accurate manner. In addition, various group and one-on-one meetings, company visits and roadshows were conducted successfully so as to strengthen the link between the Group and the financial community.

## INVESTOR RELATIONS REVIEW

Under the leadership and guidance of Mr. Ho Yui Pok, Eleutherius, executive director, chief financial officer and company secretary of the Company, together with the strong support from the Board of Directors and the senior management, we were committed to establishing an efficient and transparent communication platform for all stakeholders. Various activities are conducted for the year ended 31 December 2010 and summarised as follows:

### 1. Results Announcement and Roadshows

To achieve a remarkable level of accuracy and transparency of public disclosures, the Group placed great emphasises on the preparation of comprehensive statutory interim and annual reports. These reports are aimed at providing the stakeholders with an in-depth analysis and discussion on key areas including macro economic overview, financial and operational performances and also future prospect of the industry.

In order to deliver update information to the public in a timely manner, press conferences and analyst meetings were held on the same date where the interim and annual results were announced, the Group had attended 8 roadshows in Hong Kong, China and overseas after the result announcement, and met with approximately 120 fund managers and analysts from major international financial markets including Hong Kong, Beijing, Shanghai, Shenzhen, New York and Singapore. The roadshows were proved to be an excellent opportunity and platform to convey a clear message about the Group's latest operational and financial performances and business prospect.

### 2. Investors Meetings and Conferences

For the year of 2010, the Group attended a total of 15 investor forums, conferences and seminars in Hong Kong, Macau, China, New York and Singapore as invited by leading investment banks and securities firms and met with approximately 220 analysts and fund managers through one-on-one meetings,

group meetings and investment seminars. Constructive suggestions and feedbacks were collected from the investors and analysts will be addressed carefully by the management.

### 3. Site Visits and Ongoing Communications

During 2010, the Group organized numerous meetings for the investors to communicate directly with the senior management and arranged site visits to company's headquarter, production lines, flagship and retail stores. In addition, the Group organized four sales fairs and invited the analysts to attend. We strongly believed that the site visits and ongoing communications are important for the market to gain a better understanding on our future quarterly sales order growth. In 2010, the Group held approximately 130 meetings and conference call meetings with global investors and analysts to keep them well informed on our latest financial and operational information, and a comprehensive analysis of business performances and managerial views on future prospects were conducted during the meetings.

As at 31 December 2010, a total of 20 renowned investment banks and securities firms have published research reports on the Group. In particular, approximately 90% of the research reports stated a "BUY" rating as their recommendation. This to a large extent have reflected the recognition and support for the Group's strategies and growing prospects.

### 4. Media Relations

During the year of 2010, the Group further polished up the reputation and image of the Group through maintaining a close relationship with various media. Our management were interviewed by numerous media agencies, newspapers, financial magazines, radio stations, on-line web-site and TV stations to disseminate the latest updates of the Group and thereby strengthening the brand recognition of Xtep.

### 5. Dissemination of Corporate Information

The investor relations website – [www.xtep.com.hk](http://www.xtep.com.hk), is one of the important medium used by the Group. Through its unwavering and continued effort, the Group has been providing regular updates through press release, company announcements and monthly newsletters to investors, analysts and the media with an aim to provide latest business updates, financial and operational information to the market and to enhance interaction of corporate communication and transparency.

Looking forward, the Group welcomes constructive recommendation and feedback from the investment community. With the invaluable support from the investors and the public, we are committed to providing the best investor relations service and continuously improving the quality and transparency of public disclosure so as to maximize the return to our Shareholders.

## INVESTOR INFORMATION

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### 1. SHARE PARTICULARS

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Listing date	3 June 2008
Board lot	500 Shares
Number of issued shares	2,176,000,000 Shares (as at 31 December 2010)
Stock code	1368

### 2. FINANCIAL CALENDAR

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2010 interim results announcement	23 August 2010
2010 annual results announcement	21 March 2011
Closure of register of members	21 April 2011 – 29 April 2011 (both dates inclusive)
Annual general meeting	29 April 2011
Payment of 2010 final dividend	13 May 2011
Financial year end	31 December

### 3. 2010 DIVIDEND

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Interim dividend	HK 10.0 cents (2009: HK 7.0 cents)
Final dividend	HK 12.0 cents (2009: HK 10.0 cents)
Special dividend	Nil (2009: HK 5.0 cents)

### 4. INVESTOR RELATIONS CONTACT

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For any queries, please contact:

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