



## **Esprit Establishes Level 1 Sponsored American Depository Receipt Program**

HONG KONG, 19 November 2009 – Esprit Holdings Limited (SEHK: 00330) announced the establishment of a Level 1 sponsored American depository receipt (ADR) program.

BNY Mellon has been appointed as the sole depository for the ADR program which previously was administered by multiple depositories.

“The aim of the ADR program is to facilitate trading in Esprit securities for U.S. investors, allowing us to tap into certain untapped potential investors and further expand our international shareholder base,” said Chew Fook Aun, Executive Director and Group CFO.

### **Depository Receipt Information**

Country	Hong Kong
Custodian	Hong Kong and Shanghai Banking Corporation
Effective Date	18 November 2009

### **Level 1 sponsored ADR**

Ticker	ESPGY
CUSIP	29666V204
ISIN	US29666V2043
Ratio	2 ordinary shares : 1 ADR
Exchange	Over-the-counter

###

An ADR is a security that has been created to permit U.S. investors to hold the ADR representing the underlying shares in non-U.S. companies and to trade

them in the United States. ADRs permit U.S. investors to trade in U.S. dollars in the U.S. securities markets and to receive dividend payment in U.S. dollars.

###

Esprit Holdings Limited ([www.espritholdings.com](http://www.espritholdings.com)) is a constituent stock of the Hang Seng Index, MSCI Hong Kong Index, FTSE All-World Index for Hong Kong, S&P/HKEx LargeCap Index and S&P Asia 50 Index. Its subsidiaries are engaged in the retail and wholesale distribution of quality lifestyle products designed under its globally recognized Esprit and edc brand. The Group operates over 800 directly managed retail stores worldwide and distribute through over 14,000 controlled space wholesale point-of-sales internationally, occupying total selling space of over 1,100,000m<sup>2</sup> in more than 40 countries.

###

BNY Mellon acts as depository for more than 2,100 American and global depository receipt programs, acting in partnership with leading companies from 67 countries. With an unrivalled commitment to helping securities issuers succeed in the world's rapidly evolving financial markets, the Company delivers the industry's most comprehensive suite of integrated depository receipt, corporate trust and stock transfer services. Additional information is available at [www.bnymellon.com/dr](http://www.bnymellon.com/dr).

BNY Mellon is the corporate brand of The Bank of New York Mellon Corporation (NYSE: BK). BNY Mellon is a global financial services company focused on helping clients manage and service their financial assets, operating in 34 countries and serving more than 100 markets. The company is a leading provider of financial services for institutions, corporations and high-net-worth individuals, providing superior asset management and wealth management, asset servicing, issuer services, clearing services and treasury services through a worldwide client-focused team. It has \$20.7 trillion in assets under custody and administration, \$926 billion in assets under management, services \$11.8 trillion in outstanding debt, and processes global payments averaging \$1.8 trillion per day. Additional information is available at [bnymellon.com](http://bnymellon.com).

Issued by Esprit Holdings Ltd. For further details or enquiry, please contact Bonnie Ng.

Tel: (852) 2765-4232  
Fax: (852) 2764-1723  
Email: [esprit-ir@esprit.com](mailto:esprit-ir@esprit.com)

The information contained herein is not for publication or distribution in the United States. These materials do not contain or constitute an offer of securities for sale in the United States or to any "U.S. Person" as defined in Regulation S under the United States Securities Act of 1933, as amended (the "Act"). The securities referred to herein have not been and will not be registered under the Act, and may not be offered or sold in the United States absent registration under such Act or an available exemption from it.