



## Mr. Chi Lo-Jen to Succeed as CEO of Stella Group

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*Management succession to take effect on 1 January 2019  
Group's strategy to be further enhanced in line with the changing macro-environment*

*Hong Kong, December 7, 2018* – **Stella International Holdings Limited** (“Stella”, or together with its subsidiaries, the “Group”; SEHK: 1836), a leading designer, manufacturer and retailer of quality footwear and leather goods products, today announced that **Mr. Chi Lo-Jen**, CEO of the Group’s Fashion Footwear Division and the Branding Business Division, will succeed **Mr. Lawrence Chen** as the Chief Executive Officer of the Group.

The management succession will take effect on 1 January 2019. Following this date, Mr. Chen will continue to serve as an Executive Director and a member of the Executive Committee. The management succession process is already well advanced and the Group does not expect any disruption to its daily operations.

Mr. Chi, aged 46, joined the Group in 1995 and has over 23 years of experience in the footwear industry, during which he gained broad exposure in all aspects of the Group’s operations including the fashion, casual and fashion athletic businesses. He is currently responsible for supervising of the daily operations and business development of the Group’s fashion footwear division and branding division. Mr. Chi has been instrumental in expanding the high-fashion customer base for the Group. He also oversees product design and commercialisation. Recently, Mr. Chi took the lead in developing the Group’s new fashion athletic footwear business – its main growth driver. Mr. Chi studied mechanical engineering at Carnegie Mellon University in the United States.

On behalf of the Board of Directors, **Mr. Jack Chiang, Chairman of the Group**, said, “The Group’s succession plan has been in place for some time and is a natural progression in the development of our business. We will continue to meet the needs of our customers and fulfil our mission to ‘Make the Best Shoes’, and we remain highly optimistic about the long-term prospects for our business. I would also like to express my sincere gratitude to Mr. Chen for his valuable contribution to Stella’s growth and success during his tenure.”

**Mr. Chen**, the outgoing CEO, said, “It is time for me to take a step back and hand the reins to the next generation of leadership and Mr. Chi’s capable hands. I am extremely confident in his ability to lead the Group forward towards even greater achievements in the future.”

In accepting the appointment, **Mr. Chi** said, “I am honoured to be leading Stella into the future. I look forward to further enhancing our current strategy for growing the Group, securing its ongoing competitiveness, and delivering sustainable returns to shareholders.”

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