

PADINI

19 July 2010

Dear Shareholder

Implementation of Electronic Dividend Payment ("eDividend")

We are pleased to inform you that Padini Holdings Berhad ("**the Company**") will be providing eDividend to shareholders to be implemented in the third quarter of 2010. The eDividend refers to the payment of cash dividends by the Company directly into the shareholders' bank accounts. One of the main objectives of implementing eDividend is to promote greater efficiency of the payment system which is aligned to the national agenda of migrating to electronic payment.

Benefits of eDividend

1. Faster access to cash dividends which is credited directly into your bank account;
2. Eliminates the inconvenience of having to go to a bank to deposit the dividend cheques;
3. Eliminates problems such as misplaced, lost or expired cheques and unauthorised deposit of dividend cheques;
4. The convenience of one-off registration for entitlement to cash dividends from all listed issuers;
5. Option to consolidate dividends from all your Central Depository System ("**CDS**") accounts into one bank account for better account management.

Registration for eDividend

Registration for eDividend has commenced on 19 April 2010 for a period of 1 year until 18 April 2011, at no cost to the shareholders. However, if you register after the 1 year period, an administrative charge will be imposed.

To register for eDividend, you are required to provide to Bursa Malaysia Depository Sdn Bhd ("**Bursa Depository**") through your stock broker, your bank account number and other information by completing the prescribed form. This form can be obtained from your stock broker's office where your CDS account is maintained, or downloaded from Bursa Malaysia's website at <http://www.bursamalaysia.com>

You need to submit to your stock broker's office where your CDS account is maintained, the duly completed prescribed form together with the following documents for registration:-

1. (a) Individual depositor: Copy of identification documents i.e. NRIC, Passport, Authority Card or other acceptable identification documents. Original documents must be produced for your stock broker's verification;

(b) Corporate depositor: Certified true copy of the Certificate of Incorporation/Certificate of Registration; and
2. Copy of your bank statement / bank savings book / details of your bank account obtained from your bank's website that has been certified by your bank / copy of letter from your bank confirming your bank account particulars. For individuals, original documents must be produced for your stock broker's verification. For corporate entities, a certified true copy is to be submitted.

If the CDS account is held in the name of nominee, the nominee will register for the eDividend.

If you are unable to be present at your stock broker's office to submit the prescribed form and supporting documents, please ensure that the signing of the prescribed form and the supporting documents have been witnessed by an acceptable witness specified by Bursa Depository. In this regard, an acceptable witness includes an Authorised Officer of your stock broker, a Dealer's Representative, a notary public or an Authorised Officer of the Malaysian Embassy/High Commission.

PADINI HOLDINGS BERHAD (50202-A)

NO.19, JALAN JURUNILAI U1/20, HICOM GLENMARIE INDUSTRIAL PARK, 40150 SHAH ALAM, SELANGOR DARUL EHSAN
Tel: (603) 5123 3633 Fax: (603) 7805 1066 www.padini.com

PADINI

Notification of eDividend payment after registration

You are encouraged to provide in the prescribed form to Bursa Depository both your mobile phone number and e-mail address, if any. This is to enable the Company to issue electronic notification to you either via e-mail or sms, at the discretion of the Company, once the Company has paid the cash dividend out of its account. Please note that if you provided only your mobile phone number, you may only be notified of the cash dividend payment when you receive your dividend warrant or tax certificate.

Additional Information for shareholders

Your savings or current account must be an active bank account, maintained with a local bank under your name or in the case of a joint account, has your name as one of the account holders. The bank account must be maintained with a financial institution that offers Malaysian Electronic Payment System Inter-Bank GIRO ("IBG"), the current listing of IBG members extracted from the official website of MEPS. For up-to-date listing, you are advised to visit the website at http://www.meps.com.my/faq/interbank_giro.asp?id=2#answer :

- | | |
|--|---|
| 1. Affin Bank Berhad | 12. EON Bank Berhad |
| 2. Alliance Bank Malaysia Berhad | 13. Hong Leong Bank Berhad |
| 3. AmBank (M) Berhad | 14. HSBC Bank Malaysia Berhad |
| 4. Bank Islam Malaysia Berhad | 15. Kuwait Finance House (M) Berhad |
| 5. Bank Muamalat Malaysia Berhad | 16. Malayan Banking Berhad |
| 6. Bank Kerjasama Rakyat Malaysia Berhad | 17. OCBC Bank (Malaysia) Berhad |
| 7. Bank of America Malaysia Berhad | 18. Public Bank Berhad |
| 8. Bank Simpanan Nasional Berhad | 19. RHB Bank Berhad |
| 9. CIMB Bank Berhad | 20. Standard Chartered Bank Malaysia Berhad |
| 10. Citibank Berhad | 21. The Royal Bank of Scotland Berhad |
| 11. Deutsche Bank Berhad | 22. United Overseas Bank (Malaysia) Berhad |

If you wish to have more details on eDividend such as the amendments to the Main Market Listing Requirements and the frequently asked questions, kindly log on to Bursa Malaysia's Website at <http://www.bursamalaysia.com>

We look forward to a successful implementation of eDividend through your active participation, and to serving you better as our valued shareholders. If you have any query relating to our eDividend service, please do not hesitate to contact our Share Registrars:

Tricor Investor Services Sdn Bhd
(formerly known as Tenaga Koperat Sdn Bhd)
Level 17, The Gardens North Tower
Mid Valley City Lingkaran Syed Putra
59200 Kuala Lumpur

Telephone No.: +603-2264 3883

Email: is.enquiry@my.tricorglobal.com

Thank you.

Yours faithfully
Yong Pang Chaun
Managing Director

PADINI HOLDINGS BERHAD (50202-A)

NO.19, JALAN JURUNILAI U1/20, HICOM GLENMARIE INDUSTRIAL PARK, 40150 SHAH ALAM, SELANGOR DARUL EHSAN
Tel: (603) 5123 3633 Fax: (603) 7805 1066 www.padini.com