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波司登國際控股有限公司

**Bosideng International Holdings Limited**

*(incorporated in the Cayman Islands with limited liability)*

**(Stock Code: 3998)**

- (1) RESIGNATION OF EXECUTIVE DIRECTOR,  
VICE PRESIDENT, COMPANY SECRETARY  
AND AUTHORISED REPRESENTATIVES;**
- (2) APPOINTMENT OF CHIEF FINANCIAL OFFICER AND  
VICE PRESIDENT; AND**
- (3) APPOINTMENT OF COMPANY SECRETARY AND  
AUTHORISED REPRESENTATIVES**

**RESIGNATION OF EXECUTIVE DIRECTOR, VICE PRESIDENT, COMPANY SECRETARY AND AUTHORISED REPRESENTATIVES**

The board (the “**Board**”) of directors (the “**Director(s)**”) of Bosideng International Holdings Limited (the “**Company**”, and together with its subsidiaries, the “**Group**”) announces that Mr. Mak Yun Kuen (“**Mr. Mak**”) will resign as an executive Director, vice president and company secretary of the Company (the “**Company Secretary**”), and cease to act as an authorised representative of the Company under Rule 3.05 of the Rules Governing the Listing of Securities (the “**Listing Rules**”) on The Stock Exchange of Hong Kong Limited (the “**Stock Exchange**”) and the authorised representative of the Company for accepting service of process and notices on behalf of the Company in Hong Kong as required under Part 16 of the Companies Ordinance (Chapter 622 of the Laws of Hong Kong) (collectively, the “**Authorised Representatives**”), with effect from May 1, 2019, as Mr. Mak will be transferred to a new role as the vice president of Bosideng Holdings Group Co., Ltd (being a company controlled by Mr. Gao Dekang (the Chairman, Chief Executive Officer and the controlling shareholder of the Company)).

Mr. Mak has confirmed that he has no disagreement with the Board and there is no matter relating to his resignation that needs to be brought to the attention of the Stock Exchange and the shareholders of the Company.

## **APPOINTMENT OF CHIEF FINANCIAL OFFICER AND VICE PRESIDENT**

The Board is pleased to announce that Mr. Zhu Gaofeng (“**Mr. Zhu**”) will be appointed as the Chief Financial Officer and vice president of the Group with effect from April 17, 2019. The biographical details of Mr. Zhu are as follows:

Mr. Zhu, aged 44, was the financial controller of the Group and is qualified as an internationally certified internal auditor and a China certified public accountant. Mr. Zhu graduated from Yancheng Commerce School (鹽城商業學校) in Jiangsu Province in 1993, obtained a professional degree in finance and accounting from Anhui College of Finance and Trading (安徽財貿學院) in 1998 and obtained a bachelor’s degree in accounting from Yancheng Teachers University (鹽城師範學院) in 2008. Mr. Zhu joined Bosideng Corporation Limited in 2005. Prior to joining the Group, he had worked in management positions relating to finance in Jiangsu Yueda Investment Co., Ltd. (SSE, Stock Code: 600805) for 12 years. Mr. Zhu has previously served as the auditing manager, vice-financial officer, financial controller and assistant to the president of the Group, and has extensive experience in internal auditing, risk management and control and financial management.

## **APPOINTMENT OF COMPANY SECRETARY AND AUTHORISED REPRESENTATIVES**

Following the resignation of Mr. Mak, Ms. Liang Shuang (“**Ms. Liang**”) will take up the role as the Company Secretary and the Authorised Representatives with effect from May 1, 2019. The biographical details of Ms. Liang are as follows:

Ms. Liang, aged 30, joined the Company in December 2018. She graduated from Hong Kong Baptist University with a Bachelor of Business Administration (Honours) in Accounting in 2011 and from The University of Warwick with a Master of Science in Accounting and Finance in 2012. Ms. Liang is a member of the Hong Kong Institute of Certified Public Accountants. Prior to joining the Company, she worked at KPMG Hong Kong, responsible for auditing several Hong Kong listed companies, and worked at China Everbright Limited (SEHK, Stock Code: 00165), managing private equity funds regulated under the Securities and Futures Commission.

The Board would like to express its sincere gratitude to Mr. Mak for his valuable contribution to the Company during his terms of office and also extend its warmest welcome to Mr. Zhu and Ms. Liang on their appointments.

By order of the Board  
**Bosideng International Holdings Limited**  
**Gao Dekang**  
*Chairman*

Hong Kong, April 17, 2019

*As at the date of this announcement, the executive Directors are Mr. Gao Dekang, Ms. Mei Dong, Ms. Huang Qiaolian, Mr. Mak Yun Kuen, Mr. Rui Jinsong and Mr. Gao Xiaodong; and the independent non-executive Directors are Mr. Dong Binggen, Mr. Wang Yao and Dr. Ngai Wai Fung.*