



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)

July 27, 2012

Dear Shareholder,

Letter to New Registered Shareholders
- Election of Language and Means of Receipt of Corporate Communication

Pursuant to Rule 2.07A(2A) of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited, we are writing to seek your election in relation to the following matters regarding the corporate communication ("Corporate Communication") of Bosideng International Holdings Limited (the "Company") to be despatched in the future. Even if you have previously received a letter from the Company seeking your election regarding Corporate Communication and have made an election, you are hereby requested to make an election again. **PLEASE NOTE THAT YOUR PREVIOUS ELECTION WILL BE DISREGARDED. IF WE DO NOT RECEIVE YOUR REPLY TO THIS LETTER BY AUGUST 23, 2012, YOU WILL BE DEEMED TO HAVE AGREED TO READ THE CORPORATE COMMUNICATION PUBLISHED ON THE COMPANY'S WEBSITE IN PLACE OF RECEIVING PRINTED COPIES.**

Corporate Communication includes any document to be issued by us for your information or action, including but not limited to: (a) the directors' report, its annual accounts together with a copy of the auditor's report and, where applicable, its summary financial report; (b) the interim report and, where applicable, its summary interim report; (c) a notice of meeting; (d) a listing document; (e) a circular; and (f) a proxy form.

You may choose:

- (1) to read future Corporate Communication published on the Company's website at <http://company.bosideng.com> (the "Website Version") in place of receiving printed copies, and receive a printed notification letter of the publication of the Corporate Communication on website; or
- (2) to receive the printed English version of all future Corporate Communication only; or
- (3) to receive the printed Chinese version of all future Corporate Communication only; or
- (4) to receive both the printed English and Chinese versions of all future Corporate Communication.

In support of environmental protection and for the purpose of saving printing and mailing costs, the Company recommends you to select the Website Version. To make your election, please mark "X" in the appropriate box on the enclosed Reply Form and sign and return to the Company's Hong Kong Share Registrar, Computershare Hong Kong Investor Services Limited, using the mailing label at the bottom of the Reply Form (stamp is not needed if posted in Hong Kong). The address of Computershare Hong Kong Investor Services Limited is 17M Floor, Hopewell Centre, 183 Queen's Road East, Wanchai, Hong Kong.

If the Company does not receive the enclosed Reply Form or an objection from you by August 23, 2012 and until you inform the Company c/o the Hong Kong Share Registrar by reasonable notice according to the relevant laws and regulations, you will be deemed to have consented to receiving the Website Version and only a printed notification of the publication of the Corporate Communication on the Company's website will be sent to you in the future.

You have the right at any time by reasonable notice in writing to the Company c/o the Hong Kong Share Registrar to change the choice of language and means of receipt of the Corporate Communication. You may also send such a notice by email to bosideng@computershare.com.hk. Even if you have chosen (or are deemed to have consented) to receive the Website Version but for any reason have difficulty in receiving or gaining access to the Corporate Communication, the Company will upon your request send the Corporate Communication to you in printed form free of charge as soon as possible.

Please note that the English and Chinese versions of all future Corporate Communication will be available on the Company's website at <http://company.bosideng.com> and the website of the Stock Exchange of Hong Kong Limited at <http://www.hkexnews.hk>.

Should you have any queries in relation to this letter, please call the Company's Hong Kong Share Registrar hotline at (852)2862 8688 during business hours from 9:00 a.m. to 6:00 p.m., Monday to Friday, excluding public holidays.

By Order of the Board
Bosideng International Holdings Limited
Mak Yun Kuen
Company Secretary

Reply Form 回條

To: Bosideng International Holdings Limited (the "Company") (Stock Code: 3998)
c/o Computershare Hong Kong Investor Services Limited
17M Floor, Hopewell Centre
183 Queen's Road East
Wanchai, Hong Kong

致： 波司登國際控股有限公司(「本公司」)
(股份代號：3998)
經香港中央證券登記有限公司
香港灣仔皇后大道東 183 號
合和中心 17M 樓

I/We would like to receive the Corporate Communication* of the Company ("Corporate Communication") in the manner as indicated below:
本人/我們希望以下列方式收取 貴公司之公司通訊文件* (「公司通訊文件」):

(Please mark **ONLY ONE "X"** of the following boxes) (請僅在其中一個空格內劃上「X」號)

- read the **Website Version** of all future Corporate Communication published on the Company's website in place of receiving printed copies; and receive a **printed Notification Letter** of the publication of Corporate Communication on website; **OR**
瀏覽在公司網站發表之公司通訊文件網上版本，以代替印刷本，並收取公司通訊文件已在網上刊發之通知信函印刷本；或
- to receive the **printed English version** of all future Corporate Communication **ONLY**; **OR**
僅收取公司通訊文件之英文印刷本；或
- to receive the **printed Chinese version** of all future Corporate Communication **ONLY**; **OR**
僅收取公司通訊文件之中文印刷本；或
- to receive **both printed English and Chinese versions** of all future Corporate Communication.
同時收取公司通訊文件之英文及中文印刷本。

Contact telephone number
聯絡電話號碼

Signature
簽名

Date
日期

Notes 附註：

- If the Company does not receive this Reply Form or a response indicating an objection from you by August 23, 2012, you will be deemed to have consented to receiving the Website Version, all future Corporate Communication will be sent out in the manner specified in the Company's letter dated July 27, 2012 and we will only send you a notification letter of the publication of the Corporate Communication on website.
倘若本公司於 2012 年 8 月 23 日仍未收到閣下的回條或表示反對的回覆，閣下將被視為已同意收取網上版本，而本公司將按 2012 年 7 月 27 日之本公司函件內所述之方式只向閣下寄發有關公司通訊文件已在網上刊發的通知信函。
- Shareholders are entitled to change the choice of language and means of receipt of the Company's Corporate Communication at any time by reasonable notice in writing or using email at bosideng@computershare.com.hk to the Company c/o the Company's Hong Kong Share Registrar.
股東有權隨時經香港證券登記處向本公司發出合理的書面通知或電郵至 bosideng@computershare.com.hk，要求更改收取公司通訊文件之語言版本及方式。
- For the avoidance of doubt, we do not accept any special instructions written on this Reply Form.
為免存疑，任何在本回覆表格上的額外手寫指示，本公司將不予處理。

*Corporate Communication includes but is not limited to (a) the directors' report, its annual accounts together with a copy of the auditors' report and, where applicable, its summary financial report; (b) the interim report and, where applicable, its summary interim report; (c) a notice of meeting; (d) a listing document; (e) a circular; and (f) a proxy form.
公司通訊文件包括但不限於：(a)董事會報告、年度財務報表連同核數師報告及如適用，財務摘要報告；(b)中期報告及如適用，中期摘要報告；(c)會議通告；(d)上市文件；(e)通函；及(f)委任代表表格。

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郵寄標籤 MAILING LABEL

閣下寄回此回條時，請將郵寄標籤剪貼於信封上。

如在本港投寄毋須貼上郵票。

Please cut the mailing label and stick this on the envelope to return this Reply Form to us.

No postage stamp necessary if posted in Hong Kong.

香港中央證券登記有限公司
Computershare Hong Kong Investor Services Limited
簡便回郵號碼 Freepost No. 37
香港 Hong Kong