



波司登國際控股有限公司
Bosideng International Holdings Limited

(incorporated in the Cayman Islands with limited liability)

(於開曼群島註冊成立之有限責任公司)

(Stock Code: 3998)

(股份代號: 3998)

July 27, 2012

Dear Shareholder,

**Notification Letter to Existing Registered Shareholders
- 2011/2012 Annual Report, AGM Circular and Proxy Form (the "Current Corporate Communication")**

Bosideng International Holdings Limited (the "Company") is pleased to inform you that the English and Chinese versions of the Company's Current Corporate Communication are now 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>.

If you have any difficulty in receiving or gaining access to the Current Corporate Communication posted on the Company's website for any reason, we will upon your notice send the printed form of the Current Corporate Communication to you free of charge as soon as possible. Please also note that you are entitled at any time to change your choice of language and means of receipt of all future Corporate Communication^(Note) by giving reasonable notice in writing to the Company's Hong Kong Share Registrar, Computershare Hong Kong Investor Services Limited, by post (Address: 17M Floor, Hopewell Centre, 183 Queen's Road East, Wan Chai, Hong Kong) or by email (Email address: bosideng@computershare.com.hk).

Should you have any queries in relation to this letter, please contact 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

Note: 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.

敬啟者:

**致現有登記股東之通知函件
- 2011/2012 年年度報告，股東週年大會通函及委任代表表格（“本次公司通訊文件”）**

波司登國際控股有限公司（「本公司」）欣然知會閣下本公司之本次公司通訊文件的英、中文版本現已登載於本公司網站 (<http://company.bosideng.com>) 及香港交易所披露易網站 (<http://www.hkexnews.hk>)。

如閣下因任何理由以致在收取或接收載於本公司網址上的本次公司通訊文件出現困難，本公司將於接到閣下通知後，儘快向閣下寄發本次公司通訊文件的印刷本，費用全免。閣下亦有權在任何時間以合理書面（地址：香港灣仔皇后大道東183號合和中心17M樓）或電郵（電郵地址：bosideng@computershare.com.hk）方式通知本公司股份過戶登記處香港分處，香港中央證券登記有限公司，以更改今後所有公司通訊^(附註)的語言版本及收取方式。

如閣下對本函有任何疑問，請於辦公時間星期一至五，上午9時至下午6時（公眾假期除外），致電本公司香港證券登記處熱線(852)2862 8688查詢。

承董事會命
波司登國際控股有限公司
麥潤權
公司秘書

2012年7月27日

附註：公司通訊文件包括但不限於：(a)董事局報告、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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