

*This announcement is for information purposes only and does not constitute an invitation or offer to acquire, purchase or subscribe for securities. Potential investors should read the prospectus dated September 27, 2007, (the “Prospectus”) issued by Bosideng International Holdings Limited (the “Company”) for detailed information about the Hong Kong Public Offering and International Placing described below before deciding whether or not to invest in the shares thereby being offered.*

*The information contained in this announcement is not for distribution, directly or indirectly, in or into the United States (including its territories and dependencies, any State of the United States and the District of Columbia). These materials do not constitute or form a part of any offer or solicitation to purchase or subscribe for securities in the United States. The Shares mentioned herein have not been, and will not be, registered under the United States Securities Act of 1933, as amended (the “Securities Act”).*

*The Shares may not be offered or sold in the United States except pursuant to registration or an exemption from the registration requirements of the Securities Act. No public offering of the securities will be made in the United States.*

*The Stock Exchange of Hong Kong Limited (the “Hong Kong Stock Exchange”) and Hong Kong Securities Clearing Company Limited (“HKSCC”) take no responsibility for the contents of this announcement, make no representation as to its accuracy or completeness and expressly disclaim any liability whatsoever for any loss howsoever arising from or in reliance upon the whole or any part of the contents of this announcement.*

*Prospective investors of the Offer Shares should note that the Joint Global Coordinators (on behalf of the other Hong Kong Underwriters) are entitled, after prior consultation with the Company, to terminate their obligations under the Hong Kong Underwriting Agreement by notice in writing to the Company, upon the occurrence of any of the events set out in the sections headed “Underwriting — Underwriting Arrangements and Expenses — Hong Kong Public Offering — Grounds for Termination” in the Prospectus, at any time prior to 8:00 a.m. (Hong Kong time) on the date on which dealings in Shares first commence on the Hong Kong Stock Exchange (which is currently expected to be on Thursday, October 11, 2007).*

*In connection with the Global Offering, Morgan Stanley Asia Limited as stabilizing manager (the “Stabilizing Manager”), or any person acting for it, on behalf of the Underwriters, may over-allocate or effect transactions with a view to stabilizing or maintaining the market price of the Shares at a level higher than that which might otherwise prevail in the open market for a limited period commencing from the Listing Date. There is no obligation on the Stabilizing Manager or any person acting for it to do this. Such stabilization action, if commenced, will be conducted at the absolute discretion of the Stabilizing Manager or any person acting for it and may be discontinued at any time, and is required to be brought to an end within 30 days of the last day for the lodging of applications under the Hong Kong Public Offering. Such transactions may be effected in all jurisdictions where it is permissible to do so, in each case in compliance with all applicable laws and regulatory requirements. The details of the intended stabilization and how it will be regulated under the Securities and Futures (Price Stabilising) Rules of the SFO are contained in the Prospectus.*

*Potential investors should be aware that stabilizing action cannot be taken to support the price of the Shares for longer than the stabilization period which begins on the commencement of trading of the Shares on the Hong Kong Stock Exchange which is expected to be on Thursday, October 11, 2007 and ends on the date which is the 30th day after the last day for the lodging of applications under the Hong Kong Public Offering. The stabilization period is expected to expire on Friday, November 2, 2007 and that after this date, when no further stabilizing action may be taken, demand for the Shares, and therefore its market price, could fall.*

*In connection with the Global Offering, the Stabilizing Manager may over-allocate up to and not more than an aggregate of 280,500,000 additional Shares (representing approximately 14.11% of the Offer Shares initially available under the Global Offering) at any time from the Listing Date up to (and including) the date which is the 30th day after the last day for lodging of Application Forms under the Hong Kong Public Offering and cover such over-allocations by exercising the Over-allotment Option on behalf of the International Underwriters (at the discretion of the Joint Global Coordinators), or*

by making purchases in the secondary market at prices or by a combination of purchase in the secondary market and a partial exercise of the Over-allotment Option. In the event that such Over-allotment Option is exercised, an announcement will be made.

Unless otherwise defined herein, terms used in this announcement shall have the same meanings as those defined in the Prospectus.



波司登國際控股有限公司

## BOSIDENG INTERNATIONAL HOLDINGS LIMITED

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

### GLOBAL OFFERING

|   |  |
|---|--|
| <b>Number of Offer Shares under the Global Offering</b> | <b>: 1,988,000,000 Shares (subject to the Over-allotment Option)</b>   |
| <b>Number of International Placing Shares</b>           | <b>: 1,789,200,000 Shares (subject to adjustment and the Over-allotment Option) of which 1,671,200,000 Shares are to be issued by us and 118,000,000 Shares are to be offered for sale by the Selling Shareholder</b>          |
| <b>Number of Hong Kong Offer Shares</b>                 | <b>: 198,800,000 Shares (subject to adjustment)</b>  |
| <b>Maximum Offer Price</b>                              | <b>: HK\$3.28 per Hong Kong Offer Share, plus 1% brokerage, SFC transaction levy of 0.004%, and Hong Kong Stock Exchange trading fee of 0.005% (payable in full on application in Hong Kong dollars and subject to refund)</b> |
| <b>Nominal value</b>                                    | <b>: US\$0.00001 each</b>  |
| <b>Stock code</b>                                       | <b>: 3998</b>  |

*Joint Global Coordinators, Joint Bookrunners*

*Joint Sponsors and Joint Lead Managers*

*(in alphabetical order)*

**Goldman  
Sachs**

**Morgan Stanley**

The Company is initially offering 1,988,000,000 Shares (subject to the Over-allotment Option) under the Global Offering, which consists of 198,800,000 Hong Kong Offer Shares (subject to adjustment) and 1,789,200,000 International Placing Shares (subject to adjustment and the Over-allotment Option), representing approximately 10% and 90% of the total number of Shares initially available under the Global Offering, respectively. Application has been made by the Company to the Listing Committee of the Hong Kong Stock Exchange for the granting of the approval for the listing of, and permission to deal in, the Shares in issue and to be issued as mentioned in the Prospectus and the Application Forms, including the Offer Shares (including any Shares which may be issued pursuant to the exercise of the Over-allotment Options) and any Shares which may be issued under the Share Option Scheme. Dealings in the Shares on the Hong Kong Stock Exchange are expected to commence at 9:30 a.m. on Thursday, October 11, 2007. Subject to the granting of the approval for the listing of, and permission to deal in, the Shares in issue and to be issued as described in the Prospectus, as well as compliance with the stock admission requirements of HKSCC, the Shares will be accepted as eligible securities by HKSCC for deposit, clearance and settlement in CCASS with effect from the date of commencement of dealings in the Shares on the Hong Kong Stock Exchange, or such other date as may be determined by HKSCC. All activities under CCASS are subject to the General Rules of CCASS and the CCASS Operational Procedures in effect from time to time.

The Hong Kong Offer Shares initially available for subscription under the Hong Kong Public Offering (after taking into account any adjustment in the number of Offer Shares allocated between the Hong Kong Public Offering and the International Placing) is to be divided into two pools for allocation purposes (subject to adjustment of odd lot size): Pool A and Pool B. The Hong Kong Offer Shares in Pool A will be allocated on a fair basis to applicants who have applied for Hong Kong Offer Shares with an aggregate subscription price of HK\$5 million (excluding the brokerage fee, the SFC transaction levy and the Hong Kong Stock Exchange trading fee payable) or less. The Hong Kong Offer Shares in Pool B will be allocated on a fair basis to applicants who have applied for Shares with an aggregate subscription price of more than HK\$5 million and up to the total value of Pool B (excluding the brokerage fee, the SFC transaction levy and the Hong Kong Stock Exchange trading fee payable). Applicants should be aware that applications in Pool A and in Pool B may receive different allocation ratios. If the Hong Kong Offer Shares in one (but not both) of the pools are undersubscribed, the surplus Hong Kong Offer Shares will be transferred to the other pool to satisfy demand in that pool and be allocated accordingly. Applicants can only receive an allocation of the Hong Kong Offer Shares from either Pool A or Pool B but not from both pools. **Multiple or suspected multiple applications and any application for more than 99,400,000, being 50% of Hong Kong Offer Shares initially included in the Hong Kong Public Offering will be rejected.** Only one application on a **WHITE** or **YELLOW** Application Form or by way of giving **electronic application instructions** to HKSCC via CCASS may be made for the benefit of any person. Each applicant under the Hong Kong Public Offering will also be required to give an undertaking and confirmation in the Application Form submitted by him that he and any person(s) for whose benefit he is making the application have not indicated an interest for or taken up and will not indicate an interest for or take up any Shares under the International Placing, and such applicant's application will be rejected if the said undertaking and/or confirmation is breached and/or untrue (as the case may be).

Applicants who apply on **WHITE** Application Forms for 1,000,000 or more Hong Kong Offer Shares and have indicated in their application forms that they wish to collect refund cheques and (where applicable) share certificates in person from the Company's Hong Kong branch share registrar, Computershare Hong Kong Investor Services Limited at Shops 1712-1716, 17th Floor, Hopewell Centre, 183 Queen's Road East, Wanchai, Hong Kong, may collect refund cheques and (where applicable) share certificates in person from 9:00 a.m. to 1:00 p.m. on Wednesday, October 10, 2007. Identification and (where applicable) authorization documents acceptable to Computershare Hong Kong Investor Services Limited must be produced at the time of collection.

Applicants who apply on **YELLOW** application forms for 1,000,000 or more Hong Kong Offer Shares and have indicated in their application forms that they wish to collect refund cheques in person may collect their refund cheques (if any) but may not elect to collect their share certificates, which will be deposited into CCASS for credit to their designated CCASS Participants' stock accounts or CCASS Investor Participant stock accounts, as appropriate. The procedure for collection of refund cheques for applicants who apply on **YELLOW** Application Forms for Shares is the same as that for **WHITE** Application Form applicants. Instead of using **YELLOW** application forms, applicants may electronically instruct HKSCC to cause HKSCC Nominees to apply for the Hong Kong Offer Shares on their behalf via CCASS. Any Hong Kong Offer Shares allocated to such applicants will be registered in the name of HKSCC Nominees and deposited directly into CCASS for credit to their CCASS Investor Participant stock account or their designated CCASS Participant's stock account.

Share certificates will only become valid certificates of title at 8:00 a.m. on Thursday, October 11, 2007 provided that the Global Offering has become unconditional in all respects and neither of the Underwriting Agreements has been terminated in accordance with its terms.

**Applications for the Hong Kong Offer Shares will only be considered on the basis of the terms and conditions of the Prospectus and the related Application Forms.** Applicants who would like to be allotted the Hong Kong Offer Shares in their own names should complete and sign the **WHITE** Application Forms. Applicants who would like to have the allotted Hong Kong Offer Shares issued in the name of HKSCC Nominees and deposited directly into CCASS for credit to their CCASS Investor Participant stock accounts or the stock accounts of their designated CCASS Participants maintained in CCASS should (i) complete and sign the **YELLOW** Application Form, copies of which, together with copies of the Prospectus, may be obtained during normal business hours from 9:00 a.m. on Thursday, September 27, 2007 until 12:00 noon on Wednesday, October 3, 2007 at the Depository Counter of HKSCC at 2nd Floor, Vicwood Plaza, 199 Des Voeux Road Central, Hong Kong; or (ii) give **electronic application instructions** to HKSCC via CCASS.

The Offer Price will not be more than HK\$3.28 per Offer Share and is currently expected to be not less than HK\$2.56 per Offer Share unless otherwise announced. Investors applying for Shares under the Hong Kong Public Offering must pay, on application, the maximum Offer Price of HK\$3.28 for each Offer Share together with a brokerage fee of 1%, SFC transaction levy of 0.004% and Hong Kong Stock Exchange trading fee of 0.005% on each Share. The Joint Global Coordinators, on behalf of the Underwriters, may, with the consent of the Company and the Selling Shareholder, reduce the number of Offer Shares and/or the indicative Offer Price range below that stated in the Prospectus (which is

HK\$2.56 to HK\$3.28 per Share) at any time on or prior to the morning of the last day for lodging applications under the Hong Kong Public Offering. In such a case, notices of the reduction in the number of Offer Shares and/or the indicative Offer Price range will be published in the South China Morning Post (in English) and the Hong Kong Economic Times (in Chinese) not later than the morning of the day which is the last day for lodging applications under the Hong Kong Public Offering. If applications pursuant to the Hong Kong Public Offering have been submitted prior to the last day for lodging applications under the Hong Kong Public Offering, then even if number of Offer Shares and/or the Offer Price range is so reduced, such applications cannot be subsequently withdrawn. **Applicants in the Hong Kong Public Offering should pay on application the maximum Offer Price stated in the Prospectus of HK\$3.28 per Share, subject to refund, plus brokerage fee of 1%, and SFC transaction levy of 0.004% and Hong Kong Stock Exchange trading fee of 0.005%. No receipt will be issued for sums paid on application.**

The Offer Price is expected to be determined by agreement between the Joint Global Coordinators, on behalf of the Underwriters, the Selling Shareholder and our Company on or before the Price Determination Date, when market demand for the Offer Shares will be determined. The Price Determination Date is expected to be on or around Thursday, October 4, 2007 and in any event, no later than Monday, October 8, 2007. **If the Joint Global Coordinators (on behalf of the Underwriters), the Selling Shareholder and our Company are unable to reach agreement on the Offer Price, the Global Offering will not become unconditional and will lapse immediately.**

In connection with the Global Offering, Morgan Stanley Asia Limited as Stabilizing Manager, or any person acting for it, on behalf of the Underwriters, may over-allocate or effect transactions with a view to stabilizing or maintaining the market price of the Shares at a level higher than that which might otherwise prevail in the open market for a limited period commencing from the Listing Date. There is no obligation on the Stabilizing Manager or any person acting for it to do this. Such stabilization action, if commenced, will be conducted at the absolute discretion of the Stabilizing Manager or any person acting for it and may be discontinued at any time, and is required to be brought to an end within 30 days of the last day for the lodging of applications under the Hong Kong Public Offering. Such transactions may be effected in all jurisdictions where it is permissible to do so, in each case in compliance with all applicable laws and regulatory requirements. The details of the intended stabilization and how it will be regulated under the Securities and Futures (Price Stabilising) Rules of the SFO are contained in the Prospectus. Potential investors should be aware that stabilizing action cannot be taken to support the price of the Shares for longer than the stabilization period which begins on the commencement of trading of the Shares on the Hong Kong Stock Exchange which is expected to be on Thursday, October 11, 2007 and ends on the date which is the 30th day after the last day for the lodging of applications under the Hong Kong Public Offering. The stabilization period is expected to expire on Friday, November 2, 2007 and that after this date, when no further stabilizing action may be taken, demand for the Shares, and therefore its market price, could fall. In connection with the Global Offering, the Stabilizing Manager may over-allocate up to and not more than an aggregate of 280,500,000 additional Shares (representing approximately 14.11% of the Offer Shares initially available under the Global Offering) at any time from the Listing Date up to (and including) the date which is the 30th day after the last day for lodging of Application Forms under the Hong Kong Public



Offering and cover such over-allocations by exercising the Over-allotment Option on behalf of the International Underwriters (at the discretion of the Joint Global Coordinators), or by making purchases in the secondary market at prices or by a combination of purchase in the secondary market and a partial exercise of the Over-allotment Option. In the event that such Over-allotment Option is exercised, an announcement will be made.

**The Global Offering is conditional on the conditions as stated in the sub-section headed “Conditions of the Hong Kong Public Offering” under the section headed “Structure of the Global Offering” of the Prospectus. If the conditions are not fulfilled or waived prior to the times and dates specified in the Prospectus, the Global Offering will thereby lapse and all application monies, together with the brokerage fee, the SFC transaction levy and the Hong Kong Stock Exchange trading fee received from applicants under the Global Offering, will be returned to the applicants, without interest, on the terms set out under the paragraph headed “Refund of your money” on the related Application Forms.**

Copies of the Prospectus, together with the **WHITE** application forms, may be obtained during normal business hours from 9:00 a.m. on Thursday, September 27, 2007, until 12:00 noon on Wednesday, October 3, 2007 at:

1. **Any participant of the Hong Kong Stock Exchange;** or
2. **Goldman Sachs (Asia) L.L.C.** at 68th Floor, Cheung Kong Center, 2 Queen’s Road Central, Hong Kong; or
3. **Morgan Stanley Asia Limited** at 30th Floor, Three Exchange Square, Central, Hong Kong; or
4. **Polaris Capital (Asia) Limited**, at Room 1003–4, 10/F, Tower 1. Admiralty Centre, 18 Harcourt Road, Hong Kong; or
5. **China Everbright Securities (HK) Limited**, at 36/F, Far East Finance Centre, 16 Harcourt Road, Hong Kong; or
6. **Taifook Securities Group Limited**, at 25/F, New World Tower, 16-18 Queen’s Road Central, Hong Kong; or

7. any of the following branches of **The Hongkong and Shanghai Banking Corporation Limited**:

|                         | <b>Branch</b>                 | <b>Address</b>   |
|-------------------------|-------------------------------|--|
| <b>Hong Kong Island</b> | Hong Kong Office              | 1 Queen's Road Central   |
|                         | Pacific Place Branch          | Shop 401, Pacific Place, 88 Queensway                                      |
|                         | Des Voeux Road Central Branch | China Insurance Group Building,<br>141 Des Voeux Road Central              |
| <b>Kowloon</b>          | Mong Kok Branch               | 673 Nathan Road, Mong Kok  |
|                         | Amoy Plaza Branch             | Shops G193-200 & 203, G/F,<br>Amoy Plaza Phase II,<br>77 Ngau Tau Kok Road |
| <b>New Territories</b>  | Mei Foo Sun Chuen Branch      | 79, Broadway Stage 4, Mei Foo Sun Chuen                                    |
|                         | Ocean Walk Branch             | Shop Nos. 87-92, Ocean Walk,<br>168-236 Wu Chui Road, Tuen Mun             |

or any of the following branches of **Hang Seng Bank Limited**:

|                         | <b>Branch</b>       | <b>Address</b>                                  |
|-------------------------|---------------------|---|
| <b>Hong Kong Island</b> | Head Office         | 83 Des Voeux Road Central                       |
|                         | Wanchai Branch      | 200 Hennessy Road                               |
|                         | Causeway Bay Branch | 28 Yee Wo Street                                |
|                         | North Point Branch  | 335 King's Road                                 |
| <b>Kowloon</b>          | Tsimshatsui Branch  | 18 Carnarvon Road                               |
|                         | Kwun Tong Branch    | 70 Yue Man Square                               |
|                         | Kowloon Main Branch | 618 Nathan Road                                 |
|                         | Hung Hom Branch     | 21 Ma Tau Wai Road                              |
| <b>New Territories</b>  | Shatin Branch       | Shop 18 Lucky Plaza,<br>Wang Pok Street, Shatin |
|                         | Tsuen Wan Branch    | 289 Sha Tsui Road, Tsuen Wan                    |

or any of the following branches of **Bank of Communications Co., Ltd. Hong Kong Branch**:

|                         | <b>Branch</b>               | <b>Address</b>   |
|-------------------------|-----------------------------|--|
| <b>Hong Kong Island</b> | Hong Kong Branch            | 20 Pedder Street, Central  |
|                         | Central District Sub-Branch | G/F., 123–125A Des Voeux Road Central                                      |
|                         | Wanchai Sub-Branch          | 32–34 Johnston Road, Wanchai   |
|                         | Taikoo Shing Sub-Branch     | Shop 38, G/F., City Plaza 2,<br>18 Taikoo Shing Road                       |
| <b>Kowloon</b>          | Hunghom Sub-Branch          | 1–3A Tak Man Street,<br>Whampoa Estate, Hunghom                            |
|                         | Wong Tai Sin Sub-Branch     | Shops 127–129, 1/F Lung Cheung Mall,<br>136 Lung Cheung Road, Wong Tai Sin |
|                         | Tseung Kwan O Sub-Branch    | Shops 253–255, Metro City Shopping Arcade,<br>Phase I, Tseung Kwan O       |
| <b>New Territories</b>  | Sheung Shui Sub-Branch      | Shops 1010–1014, G/F., Sheung Shui Centre<br>Shopping Arcade, Sheung Shui  |
|                         | Ma On Shan Sub-Branch       | Shop 3038A, Level 3, Sunshine Plaza,<br>Ma On Shan                         |
|                         | Shatin Sub-Branch           | Shop No.193, Level 3, Lucky Plaza,<br>1–15 Wang Pok Street, Shatin         |

Both **WHITE** and **YELLOW** Application Forms completed in all respects in accordance with the instructions printed thereon, to which cheques or banker's cashier orders crossed "Account Payee Only" and made payable to "HSBC Nominees (Hong Kong) Limited — Bosideng Public Offer" should be securely stapled, should be deposited in any of the special collection boxes provided at any one of the branches referred to above on the following dates during the following times:

**Thursday, September 27, 2007 — 9:00 a.m. to 4:30 p.m.**  
**Friday, September 28, 2007 — 9:00 a.m. to 4:30 p.m.**  
**Saturday, September 29, 2007 — 9:00 a.m. to 1:00 p.m.**  
**Tuesday, October 2, 2007 — 9:00 a.m. to 4:30 p.m.**  
**Wednesday, October 3, 2007 — 9:00 a.m. to 12:00 noon**

Investors can also apply for Hong Kong Offer Shares by giving **electronic application instructions** to HKSCC as follows:

1. CCASS Investor Participants may give **electronic application instructions** to HKSCC through the CCASS Phone System by calling 2979 7888 or through the CCASS Internet System (<https://ip.ccass.com>) (using the procedures contained in HKSCC's "An Operating Guide for Investor Participants" in effect from time to time). HKSCC may also input **electronic application**



**instructions** for CCASS Investor Participants on their behalf if they go to the Customer Service Centre of HKSCC at 2/F Vicwood Plaza, 199 Des Voeux Road Central, Hong Kong and complete an input request form. Prospectuses are also available for collection at the Customer Service Centre of HKSCC; and

2. Those who are not CCASS Investor Participants may instruct their brokers or custodians who are CCASS Broker Participants or CCASS Custodian Participants to give **electronic application instructions** to HKSCC via CCASS terminals to apply for Hong Kong Offer Shares on their behalf.

CCASS Broker/Custodian Participants can input **electronic application instructions** at the following times on the following dates:

|                                     |  |
|-------------------------------------|--|
| <b>Thursday, September 27, 2007</b> | <b>— 9:00 a.m. to 8:30 p.m.<sup>(1)</sup></b>  |
| <b>Friday, September 28, 2007</b>   | <b>— 8:00 a.m. to 8:30 p.m.<sup>(1)</sup></b>  |
| <b>Saturday, September 29, 2007</b> | <b>— 8:00 a.m. to 1:00 p.m.<sup>(1)</sup></b>  |
| <b>Tuesday, October 2, 2007</b>     | <b>— 8:00 a.m. to 8:30 p.m.<sup>(1)</sup></b>  |
| <b>Wednesday, October 3, 2007</b>   | <b>— 8:00 a.m.<sup>(1)</sup> to 12:00 noon</b> |

*Note:*

1. These times are subject to change as HKSCC may determine from time to time with prior notification to CCASS Broker/Custodian Participants.

CCASS Investor Participants can input **electronic application instructions** from 9:00 a.m. on Thursday, September 27, 2007 until 12:00 noon on Wednesday, October 3, 2007 (24 hours daily, except the last application day).

The application lists will open from 11:45 a.m. to 12:00 noon on Wednesday, October 3, 2007.

Subject to the terms and conditions set out in the Prospectus and the related Application Forms, applications under the **WHITE, YELLOW** Application Forms or by giving **electronic application instructions** to HKSCC must be received by no later than 12:00 noon on Wednesday, October 3, 2007 (or such later date as may apply in the case of a tropical cyclone warning signal number 8 or above or a “black” rainstorm warning signal being in force as described in the section headed “How to apply for Hong Kong Offer Shares — IV. When May Applications Be Made — Effect of bad weather on the opening of the application lists” of the Prospectus). Announcement on the Offer Price, the level of indication of interest in the International Placing, basis of allotment, the results of application and the Hong Kong Identity Card/passport/Hong Kong Business Registration numbers of successful applicants under the Hong Kong Public Offering are scheduled to be announced in the manner described in the section headed “How to Apply for Hong Kong Offer Shares — VIII. Publication of Results; Despatch/Collection of Share Certificates and Refunds of Application Monies — Publication of results” in the Prospectus on Wednesday, October 10, 2007.

If you are applying using a **YELLOW** Application Form or by giving **electronic application instructions** to HKSCC and your application is wholly or partially successful, your share certificate will be issued in the name of HKSCC Nominees and deposited into CCASS for credit to your CCASS Investor Participant stock account or the stock account of any designated CCASS Participant giving **electronic application instructions** on your behalf or as instructed by you in your **YELLOW** Application Form at the close of business on Wednesday, October 10, 2007 or in the event of a contingency, on any other date as shall be determined by HKSCC or HKSCC Nominees. If you are applying through a designated CCASS Participant (other than a CCASS Investor Participant), you can check the number of Hong Kong Offer Shares allocated to you (and the amount of refund money payable to you if you have instructed a CCASS Broker/Custodian Participant to give **electronic application instructions** on your behalf) with that CCASS Participant. If you are applying as a CCASS Investor Participant, you should check the announcement published by the Company (for CCASS Investor Participants applying by giving **electronic application instructions** to HKSCC, they can also check the application results via the CCASS Phone System and CCASS Internet Systems) and report any discrepancies to HKSCC before 5:00 p.m. on Wednesday, October 10, 2007 or such other date as shall be determined by HKSCC or HKSCC Nominees. Immediately after the credit of the Hong Kong Offer Shares to your account, you can also check your new account balance via the CCASS Phone System and CCASS Internet System (under the procedures contained in HKSCC's "An Operating Guide for Investor Participants" in effect from time to time). HKSCC will also make available to you an activity statement showing the number of Hong Kong Offer Shares credited to your CCASS Investor Participant stock account and (if you are applying by giving **electronic application instructions** to HKSCC) the amount of refund money (if any) credited to your designated bank account.

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

Hong Kong, September 27, 2007

*As at the date of this announcement, the executive Directors are Mr. Gao Dekang, Ms. Mei Dong, Ms. Gao Miaoqin, Dr. Kong Shengyuan, Ms. Huang Qiaolian and Ms. Wang Yunlei, the non-executive Director is Mr. Shen Jingwu, and the independent non-executive Directors are Mr. Dong Binggen, Mr. Jiang Hengjie, Mr. Wang Yao and Mr. Ngai Wai Fung.*

*"Please also refer to the published version of this announcement in **South China Morning Post**."*