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Unless otherwise defined herein, terms used in this announcement shall have the same meanings as those defined in the prospectus dated September 27, 2007 (the “Prospectus”) issued by Bosideng International Holdings Limited (the “Company”).



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)

**PARTIAL EXERCISE OF OVER-ALLOTMENT OPTION,
STABILIZING ACTIONS AND END OF STABILIZATION PERIOD**

The Company announces that the Over-allotment Option referred to in the Prospectus was exercised in part by the stabilizing manager, Morgan Stanley Asia Limited, on behalf of the International Underwriters on November 2, 2007 in respect of 124,322,000 additional Shares (the “Over-allotment Shares”), representing approximately 6.25% of the Offer Shares initially being offered under the Global Offering before any exercise of the Over-allotment Option to, amongst others, cover over-allocations in the International Placing.

The Over-allotment Shares will be issued by the Company at HK\$3.28 per Share (exclusive of brokerage of 1%, SFC transaction levy of 0.004% and Hong Kong Stock Exchange trading fee of 0.005%), being the Offer Price per Share under the Global Offering.

The Company announces that the stabilization period in connection with the Global Offering ended on November 2, 2007.

The stabilizing actions undertaken during the stabilization period were:

- (1) the purchase of a total of 156,178,000 Shares in the price range of HK\$3.06 to HK\$3.28 per Share on the market, representing approximately 7.86% of the Offer Shares initially offered under the Global Offering before any exercise of the Over-allotment Option; and
- (2) the partial exercise of the Over-allotment Option in respect of 124,322,000 additional Shares, to, amongst others, cover over-allocations in the International Placing.

The Company announces that the Over-allotment Option referred to in the Prospectus was exercised in part by the stabilizing manager, Morgan Stanley Asia Limited, on behalf of the International Underwriters on November 2, 2007 in respect of 124,322,000 additional Shares (the “Over-allotment Shares”), representing approximately 6.25% of the Offer Shares initially being offered under the Global Offering before any exercise of the Over-allotment Option to, amongst others, cover over-allocations in the International Placing.

The Over-allotment Shares will be issued by the Company at HK\$3.28 per Share (exclusive of brokerage of 1%, SFC transaction levy of 0.004% and Hong Kong Stock Exchange trading fee of 0.005%), being the Offer Price per Share under the Global Offering.

The Company makes this announcement pursuant to section 9(2) of the Securities and Futures (Price Stabilizing) Rules (Cap. 571W of the Laws of Hong Kong) and announces that the stabilization period in connection with the Global Offering ended on November 2, 2007.

The stabilizing actions that have been taken by Morgan Stanley Asia Limited as stabilizing manager (the “Stabilizing Manager”), or any person acting for it, during the stabilization period were:

- (1) the purchase of a total of 156,178,000 Shares in the price range of HK\$3.06 to HK\$3.28 per Share on the market, representing approximately 7.86% of the Offer Shares initially offered under the Global Offering before any exercise of the Over-allotment Option; and
- (2) the partial exercise of the Over-allotment Option in respect of 124,322,000 additional Shares, to, amongst others, cover over-allocations in the International Placing.

The last purchase made in the course of the stabilization period on the market was on November 2, 2007 in the price range of HK\$3.19 to HK\$3.28 per Share.

Dealings in the Over-allotment Shares are expected to commence on the Main Board of the Hong Kong Stock Exchange at 9:30 a.m. on November 6, 2007.

Listing of, and permission to deal in, the Over-allotment Shares has already been granted by the Listing Committee of the Hong Kong Stock Exchange.

The shareholding structures of the Company immediately before the issue of the Over-allotment Shares, and after the issue of the Over-allotment Shares are respectively as follows:

Shareholders	Before the issue of the Over-allotment Shares		After the issue of the Over-allotment Shares	
	Number of Shares	Approximate percentage of issued share capital	Number of Shares	Approximate percentage of issued share capital
Kong Bo Investment Limited	5,144,275,202	65.36%	5,144,275,202	64.35%
Kong Bo Development Limited	52,571,999	0.67%	52,571,999	0.66%
Shanghai Olympics Investment Holdings Company Limited	616,151,953	7.83%	616,151,953	7.71%
Gather Wealth Holdings Limited	69,000,846	0.88%	69,000,846	0.86%
Public Shareholders	<u>1,988,000,000</u>	<u>25.26%</u>	<u>2,112,322,000</u>	<u>26.42%</u>
Total	<u><u>7,870,000,000</u></u>	<u><u>100%</u></u>	<u><u>7,994,322,000</u></u>	<u><u>100%</u></u>

The net proceeds of approximately HK\$393.47 million from the issue of the Over-allotment Shares by the Company will be applied pro rata by the Company for the purposes as set out in the section headed “Future Plans and Use of Proceeds” in the Prospectus.

The Company continues to observe the public float requirements under Rule 8.08(1)(a) of the Listing Rules. Save for the issue of the Over-allotment Shares upon the exercise of the Over-allotment Option, no new Shares or securities convertible into equity securities of the Company may be issued within six months from the Listing Date save for the situations set out in Rule 10.08 of the Listing Rules.

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

Hong Kong, November 2, 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.