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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)

PROFIT WARNING

This announcement is made by the Company pursuant to Rule 13.09 of the Listing Rules and the Inside Information Provisions under Part XIVA of the SFO.

The Board wishes to inform the shareholders of the Company and potential investors that the Group is expected to record a low double digit percentage decline in the consolidated revenue of the Group for the financial year ending 31 March 2014 as compared to the same period in 2013 due to fierce competition in the down jacket industry and higher than normal winter temperature in most areas in China last winter. Moreover, the consolidated net profit is expected to record a larger extent of decline than that of the revenue due to the continuous increase in operating expenses of the group.

Shareholders of the Company and potential investors are advised to exercise caution when dealing in the securities of the Company.

This announcement is made by Bosideng International Holdings Limited (the "Company") pursuant to Rule 13.09 of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited (the "Listing Rules") and the Inside Information Provisions (as defined in the Listing Rules) under Part XIVA of the Securities and Futures Ordinance (Chapter 571 of the laws of Hong Kong) (the "SFO").

After reviewing the latest available unaudited management accounts of the Company and its subsidiaries (the "Group"), the board of directors (the "Board") of the Company wishes to inform the shareholders of the Company and potential investors that the Group is expected to record a low double digit percentage decline in the consolidated revenue of the Group for the financial year ending 31 March 2014 as compared to the same period in 2013 due to fierce competition in the down jacket industry and higher than normal winter temperature in most areas in China last winter. The consolidated net profit is expected to record a larger extent of decline than that of the revenue due to the continuous increase in operating expenses of the group.

The preliminary assessment made by the Board as contained in this announcement is based on information currently available to it, including the unaudited management accounts of the Group which have not been reviewed or confirmed by the Company's auditors or the Audit Committee of the Board as at the date of this announcement. The annual results of the Group for the year ending 31 March 2014 have not been finalized as at the date of this announcement. Shareholders of the Company are advised to then carefully read the annual results announcement of the Company and the annual report for the year ending 31 March 2014, which will be published in due course.

Shareholders of the Company and potential investors are advised to exercise caution when dealing in the securities of the Company.

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

Hong Kong, 26 March 2014

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