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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)

APPOINTMENT OF
(1) INDEPENDENT NON-EXECUTIVE DIRECTOR
AND
MEMBER OF AUDIT COMMITTEE; AND
(2) VICE PRESIDENT

**APPOINTMENT OF INDEPENDENT NON-EXECUTIVE DIRECTOR AND
MEMBER OF AUDIT COMMITTEE**

The Board is pleased to announce that Mr. Lian Jie has been appointed as an independent non-executive Director and a member of the audit committee of the Company with effect from July 10, 2013.

Following the appointment of Mr. Lian as an independent non-executive Director, the Company shall then be able to re-comply with Rule 3.10A of the Listing Rules.

APPOINTMENT OF VICE PRESIDENT

The Board is also pleased to announce that Ms. Julie Zhili Sun has recently joined the Company as the Vice President.

**APPOINTMENT OF INDEPENDENT NON-EXECUTIVE DIRECTOR AND
MEMBER OF AUDIT COMMITTEE**

The board (the “**Board**”) of directors (the “**Directors**”) of Bosideng International Holdings Limited (the “**Company**”) is pleased to announce that Mr. Lian Jie (“**Mr. Lian**”) has been appointed as an independent non-executive Director and a member of the audit committee of the Company with effect from July 10, 2013.

The biographical details of Mr. Lian are set out as follows:

Mr. Lian Jie, aged 39, is currently the Partner of Primavera Capital Group which is a China focused private equity firm. Mr. Lian is also an independent non-executive director of Bona Film Group Limited which is a company listed on the NASDAQ Stock Market (Nasdaq: BONA) and a non-executive director of China XLX Fertiliser Limited which is a company listed on the Singapore Exchange and The Stock Exchange of Hong Kong Limited (the “**Stock Exchange**”) (SGX: B9R; HKEx: 1866).

From 2009 to 2010, Mr. Lian served as the Managing Director in China International Capital Corporation (“**CICC**”) Investment Banking Division based in Hong Kong. Prior to joining CICC, Mr. Lian had been the Managing Director of the Investment Banking Division of Goldman Sachs in Hong Kong for more than seven years. Mr. Lian graduated with a MBA from the Tuck School of Management, Dartmouth College.

Mr. Lian does not hold any other positions in the Company or any of its subsidiaries. Save as disclosed above, Mr. Lian did not hold any directorship or take any major appointment in any listed public company in the three years immediately preceding the date of this announcement.

Mr. Lian has entered into an appointment letter for an initial term of three years with the Company with effect from July 10, 2013, renewable automatically for successive terms of one year until terminated by either party by giving not less than three months’ written notice. Mr. Lian will hold office only until the forthcoming annual general meeting of the Company and will then be eligible for re-election, and thereafter he will be subject to retirement by rotation and re-election in accordance with the articles of association of the Company. Mr. Lian is entitled to an annual remuneration of RMB330,000, which is determined by reference to his duty, qualification and experience and the prevailing market rate.

As at the date of this announcement, Mr. Lian (i) has no interest in the shares, underlying shares or debentures of the Company and/or its associated corporations (within the meaning of Part XV of the Securities and Futures Ordinance (Chapter 571 of the Laws of Hong Kong) (the “**SFO**”)); and (ii) does not have any relationship with any other Director, senior management, substantial shareholders or controlling shareholders of the Company (as defined in the Rules Governing the Listing of Securities on the Stock Exchange (the “**Listing Rules**”).

Save as disclosed above, there are no other matters relating to the appointment of Mr. Lian that need to be brought to the attention of the shareholders of the Company and there is no other information which is required to be disclosed pursuant to Rule 13.51(2) of the Listing Rules.

Following the appointment of Mr. Lian as an independent non-executive Director, the Company shall then be able to re-comply with Rule 3.10A of the Listing Rules, which requires that the independent non-executive directors of a listed issuer must represent at least one-third of the board of directors.

APPOINTMENT OF VICE PRESIDENT

The Board is also pleased to announce that Ms. Julie Zhili Sun (“**Ms. Sun**”) has recently joined the Company as the Vice President. Ms. Sun will be responsible for the corporate development and investor relations of the Group.

The biographical details of Ms. Sun are set out as follows:

Ms. Julie Zhili Sun, aged 45, received her master’s degree from the University of Houston and bachelor’s degree from Nanjing Normal University. Prior to joining the Group, Ms. Sun was the executive director and chief financial officer of China Mass Media Corp, a company listed on the New York Stock Exchange (NYSE: CMM). In addition, Ms. Sun has extensive experience in corporate finance and mergers and acquisitions, and has worked at Polaris Capital (Asia) Limited, HSBC as well as BNP Paribas Asia Limited.

The Board would like to take this opportunity to extend its welcome to Mr. Lian and Ms. Sun.

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

Hong Kong, July 10, 2013

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, Mr. Ngai Wai Fung and Mr. Lian Jie.