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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)

VOLUNTARY ANNOUNCEMENT
ACQUISITION OF GREENWOODS MENSWEAR BUSINESS

This announcement is issued by Bosideng International Holdings Limited (the “Company”, together with its subsidiaries, the “Group”) on a voluntary basis.

The board (the “Board”) of directors (the “Directors”) of the Company would like to inform the shareholders and potential investors of the Company that Bosideng International Fashion Limited (the “Purchaser”), a wholly-owned subsidiary of the Company entered into a sale and purchase agreement (the “Agreement”) with Fastspeed Investments Limited (“Fastspeed”) on October 11, 2013, pursuant to which the Purchaser has agreed to purchase and Fastspeed has agreed to sell the entire issued share capital (the “Target Shares”) of Pacific Trend Investment Limited (“PTI”) (the “Acquisition”). To the best of the knowledge, information and belief of the Directors, having made all reasonable enquiry, Fastspeed and its ultimate beneficial owner are third parties independent of the Company and its connected persons.

As at the date of this announcement, Fastspeed owns the Target Shares, while PTI owns 96% of the issued share capital of Greenwood Menswear Limited (“Greenwoods”).

PTI is a limited liability company incorporated under the laws of Hong Kong, whose only asset is its investment holding in Greenwood. Greenwood is a limited liability company established under the laws of the United Kingdom (the “UK”), which is primarily engaged in the menswear business and owns the menswear apparel brands of “Greenwoods” and “1860” in the UK. Greenwood currently operates 88 stores across the UK.

Set out below is the unaudited results of Greenwoods for the two financial years ended March 31, 2013 prepared under the UK Generally Accepted Accounting Practice:

	For the year ended	
	March 31	
	2012	2013
	Unaudited	Unaudited
	<i>GBP'000</i>	<i>GBP'000</i>
Turnover	22,991	24,416
Profit/(loss) after tax	(785)	(2,846)

As at March 31, 2013, the unaudited net shareholder deficit of Greenwoods amounted to approximately GBP199,000 (approximately RMB1,975,000).

Pursuant to the Agreement, the total consideration for the Acquisition is RMB40 million payable by the Purchaser to Fastspeed in cash on or before December 31, 2013. The total consideration shall be funded entirely by the internal resources of the Group. The Group has already directly advanced a loan of GBP8 million (approximately RMB78 million) to PTI to satisfy the working capital need of Greenwoods.

The Board believes the Acquisition will further strengthen the Group's menswear apparel business platform and presence in the UK, and it is the Group's intention to introduce Bosideng's down jacket to the UK market through this distribution channel.

The Board also considers that the Agreement is entered into after an arm's length negotiation and the terms therein are on normal commercial terms and the Acquisition is fair and reasonable and in the interests of the Company and the Shareholders as a whole.

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

Hong Kong, October 11, 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, Dr. Ngai Wai Fung and Mr. Lian Jie.