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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)

CHANGE OF CHIEF EXECUTIVE OFFICER

The board of directors (the “**Board**”) of Bosideng International Holdings Limited (the “**Company**”) announces that Dr. Liang Sheuh-Hvei has resigned as the chief executive officer of the Company with effect from January 31, 2015 due to family reasons. Dr. Liang Sheuh-Hvei confirmed that he has no disagreement with the Board and there is nothing relating to his resignation that needs to be brought to the attention of the Stock Exchange of Hong Kong and shareholders of the Company. The Board extends its gratitude to Dr. Liang Sheuh-Hvei for his valuable contributions to the Company during his tenure of office.

In respect of Dr. Liang Sheuh-Hvei’s resignation, Mr. Gao Dekang, an executive director and chairman of the Company, will assume the role of the chief executive officer of the Company with effect from January 31, 2015.

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

Hong Kong, January 31, 2015

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