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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 and potential investors of the Company that the profit attributable to equity shareholders of the Company for the six months ended September 30, 2015 is expected to record a significant decline as compared to the same period in 2014. The decline is mainly attributable to the Group's adherence to last financial year's policy to adopt an active approach to clear its inventory which led to a decline in gross margin from its down apparel business during the reporting period.

**Shareholders and potential investors of the Company 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 a preliminary review of 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 profit attributable to equity shareholders of the Company for the six months ended September 30, 2015 is expected to record a significant decline as compared to the same period in 2014. The decline is mainly attributable to the Group's adherence to last financial year's policy to adopt an active approach to clear its inventory which led to a decline in gross margin from its down apparel business during the reporting period.

The information contained in this announcement is only based on the Company's preliminary review of the management accounts of the Group, which have not been audited or confirmed by the Company's auditor. Detailed financial information of the Group will be disclosed in the Company's interim results announcement for the six months ended September 30, 2015, which is expected to be published on November 30, 2015.

**Shareholders and potential investors of the Company 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, November 17, 2015

*As at the date of this announcement, the executive Directors of the Company are Mr. Gao Dekang, Ms. Mei Dong, 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.*