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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 EXECUTIVE DIRECTOR

The board (the “**Board**”) of directors (the “**Directors**”) of Bosideng International Holdings Limited (the “**Company**”) is pleased to announce that Mr. Gao Xiaodong (“**Mr. Gao**”) has been appointed as an executive Director with effect from March 28, 2017.

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

Mr. Gao Xiaodong, aged 41, is the Vice President of the Company and the Chairman of Jiangsu Bosideng Garment Development Co., Ltd (a subsidiary of the Company). Mr. Gao is fully in charge of the Group’s Bosideng MAN. He is a qualified senior economist and has obtained a master’s degree in business administration from Centenary College in 2009. He joined Bosideng Corporation in 2002 and joined the Group in 2013, from which he accumulated tremendous experience in apparel, highway, real estate and hotel segments. Mr. Gao is the son of Mr. Gao Dekang (the Chairman, the Chief Executive Officer, the executive Director and the controlling shareholder of the Company) and Ms. Mei Dong (the executive Director). Further, Mr. Gao is one of the beneficiaries under The GDK Trust, a discretionary trust set up by Mr. Gao Dekang as founder and the trustee of which is Cititrust Private Trust (Cayman) Limited. Accordingly, Mr. Gao is deemed to be interested in the 3,198,791,201 shares of the Company (representing approximately 29.94% of the total issued shares of the Company) held under The GDK Trust pursuant to Part XV of the Securities and Futures Ordinance (Cap. 571 of the Laws of Hong Kong) (the “**SFO**”). Mr. Gao has not held any directorship or take any major appointment in any listed public company in Hong Kong and other places in the three years immediately preceding the date of his appointment.

Mr. Gao will enter into a service contract for an initial fixed term of three years with the Company and is entitled to an annual remuneration to be determined by reference to the Company’s operating results, individual performance and comparable market statistics. Mr. Gao will hold office only until the forthcoming 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.

As at the date of this announcement, save as disclosed above, Mr. Gao (i) has no other interest in the shares, underlying shares or debentures of the Company and/or its associated corporations (within the meaning of Part XV of 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 of Hong Kong Limited (the “**Listing Rules**”)).

Save as disclosed above, there are no other matters relating to the appointment of Mr. Gao 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.

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

Hong Kong, March 28, 2017

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 Mr. Gao Xiaodong and the independent non-executive Directors are Mr. Dong Binggen, Mr. Wang Yao, Dr. Ngai Wai Fung and Mr. Lian Jie.