

Hong Kong Exchanges and Clearing Limited and The Stock Exchange of Hong Kong Limited take no responsibility for the contents of this announcement, make no representation as to its accuracy or completeness and expressly disclaim any liability whatsoever for any loss howsoever arising from or in reliance upon the whole or any part of the contents of this announcement.



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 EXECUTIVE FUNCTIONS

The board (the “**Board**”) of directors (the “**Director(s)**”) of Bosideng International Holdings Limited (the “**Company**”, together with its subsidiaries, the “**Group**”) announced that Mr. Mak Yun Kuen (the executive Director, the chief financial officer (“**CFO**”) and the company secretary of the Company) (“**Mr. Mak**”) will serve as the General Manager of the Group’s ladieswear business with effect from June 26, 2017. As a result of this new appointment, Mr. Mak will devote more time to the development of the Group’s ladieswear business and therefore Mr. Mak will cease to be the CFO effective from June 26, 2017, but he will remain as the executive Director and the company secretary of the Company.

Mr. Mak has been serving as the CFO of the Group since 2008 and is mainly responsible for the overall financial and accounting affairs of the Group. Since its listing, the Group has been actively seeking suitable opportunities to expand its business to non-down apparel segments in order to diversify its business and reduce its reliance on its seasonal product business. The Group holds an optimistic view towards the prospect of the domestic ladieswear industry and has been gradually expanding its ladieswear business through acquisitions over the past few years, of which Mr. Mak has been heavily involved in the relevant acquisition matters. The Board is of the view that such change of executive functions will enhance the development and expansion of the ladieswear business of the Group. Mr. Mak will utilize the Group’s strengths to integrate ladieswear resources and boost synergy among ladieswear businesses, as well as pursuing suitable merger and acquisition opportunities in ladieswear businesses in order to strengthen the Group’s ladieswear business. The aforesaid change in executive function is arranged as it is expected that Mr. Mak will need to devote more time in the ladieswear business.

Mr. Zhu Gaofeng, the current financial controller of the Group, will be responsible for the overall financial and accounting affairs of the Group; however, Mr. Mak will continue to provide guidance and advice on the financial and accounting affairs for the Group as and when appropriate.

Mr. Mak has confirmed that he has no disagreement with the Board and that there is no matter in relation to his cessation as the CFO that needs to be brought to the attention of the Stock Exchange of Hong Kong Limited or the shareholders of the Company.

A biography of Mr. Zhu Gaofeng is as follows:

Mr. Zhu Gaofeng, aged 42, is an assistant to the president of the Company and the financial controller of the Group, and is qualified as an internationally certified internal auditor and a China certified public accountant. Mr. Zhu graduated from Yancheng Commerce School (鹽城商業學校) in Jiangsu Province in 1993, obtained a professional degree in finance and accounting from Anhui College of Finance and Trading (安徽財貿學院) in 1998 and obtained a bachelor's degree in accounting from Yancheng Teachers University (鹽城師範學院) in 2008. Mr. Zhu joined Bosideng Corporation in 2005. Prior to joining the Group, he had worked in management positions such as finance in Jiangsu Yueda Group Co., Ltd. (SH.600805) for 12 years. Mr. Zhu has previously served as the auditing manager, vice-financial officer, financial controller and assistant to the president of the Group, and has extensive experience in internal auditing, risk management and control, financial management, etc.

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

Hong Kong, June 26, 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 and 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.