

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)

POSITIVE PROFIT ALERT

This announcement is made by Bosideng International Holdings Limited (the “**Company**”, together with its subsidiaries, its “**Group**”) 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 under the Listing Rules) under Part XIVA of the Securities and Futures Ordinance (Chapter 571 of the laws of Hong Kong).

After a preliminary review of the latest available unaudited consolidated management accounts of the Group for the year ended March 31, 2018 (“**FY2017/2018**”), the board of directors (the “**Board**”) of the Company wishes to inform the shareholders and potential investors of the Company that the Company expects to record approximately 30% and 50% growth in revenue and profit attributable to equity shareholders, respectively for FY2017/2018 as compared to the same period in 2017.

The Board believes that such growth is mainly attributable to the following reasons:

- (1) during FY2017/2018, the Group captured market opportunities arisen from upgrading consumption demand in China. The Group’s core down apparel business achieved stable development through continuous product innovation and quality improvement, while the Group comprehensively upgraded its considerable, sales channels, brand image and retail operations as a whole, as a results, key down apparel brands under the Group, *Bosideng*, *Snow Flying* and *Bengen*, achieved considerable revenue growth. Furthermore, the Group’s self-operated stores and third party distributors’ stores achieved positive growth; e-commerce and offline retail operations recorded a growth in revenue of approximately 50% and 20%, respectively; and
- (2) during FY2017/2018, in addition to strengthening the Group’s specialty in down apparel operations, the Group took advantage of the developmental opportunities for fashion and clothing industry in China and abroad. Revenue and net profit of the ladieswear brands, *JESSIE*, *BUOU BUOU*, *KOREANO* and *KLOVA*, all recorded significant growth, respectively.

The information contained in this announcement is only based on the Company's preliminary review of the management accounts for FY2017/2018 of the Group, which have not been audited or confirmed by the Company's auditor. Shareholders and potential investors are advised to read the announcement of the Company in relation to the final results of the Group for FY2017/2018 carefully which is expected to be published at the end of June, 2018.

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
Gao Dekang
Chairman

Hong Kong, April 19, 2018

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