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波司登
BOSIDENG

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)

**OPERATIONAL UPDATE
OF
BOSIDENG BRANDED DOWN APPAREL BUSINESS**

This announcement is made by the board of directors (the “**Board**”) of Bosideng International Holdings Limited (the “**Company**”, together with its subsidiaries, the “**Group**”) on a voluntary basis to provide the operational update of the branded down apparel business of the Group.

In FY2018/19, the Group’s core brand – *Bosideng* – focused on its positioning as “Global Hot-selling Down Apparel Experts” and continued to strengthen its brand upgrades, quality upgrades, channel upgrades, image upgrades and innovation in fashion and functionality resulting in its branded down apparel business achieving better results in terms of its retail and revenue performance (including online and offline).

Latest Retail Performance of Products under the *Bosideng* Brand

As at February 25, 2019, the accumulated retail sales of the down apparel business under the *Bosideng* brand for the period FY2018/19 has exceeded RMB10 billion.

Latest Revenue Performance of Products under the *Bosideng* Brand

As at February 25, 2019, the accumulated revenue of the down apparel business under the *Bosideng* brand for the period FY2018/19 increased by more than 35% as compared to the same period of FY2017/18.

The latest retail and revenue performance data under the *Bosideng* brand do not constitute, represent or indicate the full picture of the Group's revenue or financial performance directly. This announcement is based on the Board's preliminary review of the draft unaudited operational data of the Group and the information currently available to the Board, and it is not based on any figures and information which have been audited or reviewed by the Group's auditors. The information contained in this announcement may be subject to change and adjustment. Shareholders of the Company and potential investors are advised to exercise caution when dealing in the Company's securities.

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

Hong Kong, February 25, 2019

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, and Dr. Ngai Wai Fung.