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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)

## **RETAIL SALES PERFORMANCE UPDATE OF BRANDED DOWN APPAREL FOR THE FIRST NINE MONTHS OF FY2019/20**

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 recent retail sales performance of the branded down apparel business of the Group.

FY2019/20 is the second year of the Group’s strategic transformation. The Group adheres to its strategic direction of “focusing on our principal business and key brands”. In terms of brands, the brand strength is continuously enhanced with enriched brand concepts; in terms of channels, the channel structure is optimized and the terminal image is enhanced; in terms of products, research and development and design are emphasized with optimization in product quality; and in terms of retail operations, the shopping experiences are enhanced through the continuous refinement in operations. Through the continuous comprehensive upgrade of brand image, channel construction, product innovation and retail operations, consumers’ awareness of *Bosideng* as an “expert in down apparel” has been effectively enhanced and strengthened. Despite the obvious sign of “warm winter” since November 2019 and the business performance of the Chinese textile and apparel industry has shown a weak trend in the past few months, the Group’s branded down apparel business has still been able to grow steadily and healthily.

### **Retail Sales Performance of *Bosideng* Down Apparel Products for the First Nine Months of FY2019/20**

During the first nine months of FY2019/20, the accumulated retail sales of *Bosideng* down apparel products increased by more than 30% as compared to the corresponding period of FY2018/19.

### **Retail Sales Performance of Other Branded Down Apparel Products for the First Nine Months of FY2019/20**

During the first nine months of FY2019/20, the accumulated retail sales of other branded down apparel products increased by more than 40% as compared to the corresponding period of FY2018/19.

**The retail sales performance data do not constitute, represent or indicate the full picture of the Group's revenue or financial performance. 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 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 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, January 6, 2020

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