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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)

**ADJUSTMENT TO THE CONVERSION PRICE OF  
US\$275,000,000 1.00% CONVERTIBLE BONDS DUE 2024  
(Stock Code: 40107)**

References are made to the announcements of Bosideng International Holdings Limited (the “**Company**”) dated December 5, 2019 and December 17, 2019 in relation to the issue of US\$275,000,000 1.00% convertible bonds due 2024 (the “**Bonds**”), respectively, the announcement of the Company dated August 21, 2020 in relation to the approval of the ordinary resolution by the Shareholders at the 2020 annual general meeting (the “**2020 AGM**”) for, among other things, the distribution of the final dividend for the year ended 31 March 2020 (the “**Poll Results Announcement**”), the announcement of the Company dated June 23, 2020 in relation to the annual results of the Company for the year ended March 31, 2020 (the “**2019/20 Results Announcement**”) and the announcement of the Company dated November 28, 2019 in relation to the interim results of the Company for the six months ended September 30, 2019 (the “**2019/20 Interim Results Announcement**”) (collectively, the “**Announcements**”). Capitalised terms used in this announcement shall have the same meanings as those defined in the Announcements unless the context otherwise requires. The Bonds are listed on The Stock Exchange of Hong Kong Limited (Stock Code: 40107).

As disclosed in the 2019/20 Interim Results Announcement, the interim dividend for the six months ended September 30, 2019 was HKD3.0 cents (equivalent to approximately RMB2.7 cents) (the “**Interim Dividend**”), which was distributed by the Company to the Shareholders on January 14, 2020.

As disclosed in the Poll Results Announcement and the 2019/20 Results Announcement, the final dividend for the year ended March 31, 2020 was HKD6.0 cents (equivalent to approximately RMB5.5 cents) (the “**Final Dividend**”), which will be distributed by the Company to the Shareholders on or around September 15, 2020.

Pursuant to the terms and conditions of the Bonds, the Conversion Price is subject to adjustment for, among other things, distributions made by the Company, and the Interim Dividend and Final Dividend fall within the definition of the said distributions made by the Company. The Company therefore announces that the Conversion Price of the Bonds will be adjusted from HK\$4.91 per Share to HK\$4.73 per Share (the “**Adjustment**”) due to the cumulative effect of the Interim Dividend and the Final Dividend as the Shareholders have approved the distribution of the Final Dividend at the 2020 AGM. The Adjustment will become effective from August 27, 2020 (Hong Kong time), being the day immediately after the record date for the determination of the entitlement to the Final Dividend payable to the Shareholders on August 26, 2020.

As at the date of this announcement, the total number of the issued shares of the Company is 10,764,470,385. Based on the total outstanding principal amount of the Bonds of US\$275,000,000 at the date of this announcement, the maximum number of Shares that will be issued upon conversion of all the outstanding Bonds at the adjusted Conversion Price are 455,156,976 shares, representing approximately 4.23% of the issued share capital of the Company as at the date of this announcement and approximately 4.06% of the issued share capital of the Company as enlarged by the issue of such Conversion Shares (assuming that there is no other change to the issued share capital of the Company). Apart from the Adjustment, all other terms and conditions of the Bonds remain unchanged.

**Any holder of the Bonds who is in doubt as to the action to be taken should consult his/her/its stockbroker, bank manager, solicitor, professional accountant or other professional adviser.**

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

Hong Kong, August 21, 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.*