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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)

**VOLUNTARY ANNOUNCEMENT
ACCUMULATED ONLINE OPERATING PERFORMANCE OF
BRANDED DOWN APPAREL AS OF “DOUBLE 11” DURING FY2020/21**

This announcement is made by the board (the “**Board**”) of directors (the “**Directors**”) of Bosideng International Holdings Limited (the “**Company**”, together with its subsidiaries, the “**Group**”) on a voluntary basis to provide the shareholders and potential investors of the Company with the accumulated online operating performance of the Group’s branded down apparel business as of “Double 11” during FY2020/21 (the “**Financial Year**”).

During the Financial Year, the Group adhered to the strategic direction of “focusing on its principal business and key brands” and continued to carry out systematic upgrade in various aspects such as “brand, channel, product, retail and supply chain”. Faced with market changes and adverse effects brought by the COVID-19 pandemic, the Group actively promoted its new retail operations and digital transformation and achieved remarkable breakthroughs in consumer research, precision marketing and integrated product operations by connecting omni-channel data through the data middle office, among which, the expansion of its online business was particularly significant, as evident by its fast growing sales trend on major e-commerce platforms.

**ONLINE RETAIL SALES PERFORMANCE OF BRANDED DOWN APPAREL AS OF
“DOUBLE 11” DURING THE FINANCIAL YEAR**

In the “Double 11” event during the Financial Year, the online retail sales of the branded down apparel business of the Group recorded growth exceeding approximately 35% as compared with the same period of FY2019/20. Among which, the online retail sales of *Bosideng*, the core brand under the branded down apparel business, recorded growth exceeding approximately 25% as compared with the same period of FY2019/20.

In the “Double 11” event during the Financial Year, *Bosideng* continued to rank second in the apparel industry and first among the domestic apparel brands in Tmall’s apparel brand sales ranking, respectively. At the same time, *Bosideng* also ranked first in the overall apparel industry in terms of the live broadcast ranking among Tmall’s apparel merchants.

ACCUMULATED ONLINE RETAIL SALES PERFORMANCE OF BRANDED DOWN APPAREL AS OF “DOUBLE 11” DURING THE FINANCIAL YEAR

As of November 11, 2020 during the Financial Year, the accumulated online retail sales of the branded down apparel business of the Group recorded growth exceeding approximately 45% as compared with the same period of FY2019/20. Among which, the accumulated online retail sales of *Bosideng*, the core brand under the branded down apparel business, recorded growth exceeding approximately 35% as compared with the same period of FY2019/20.

The retail sales performance data do not directly constitute, represent or indicate the overall situation of the Group’s revenue or financial performance. This announcement is made 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 data and information which have been audited or reviewed by the Group’s auditors. The information contained in this announcement may be subject to change or 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, November 12, 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.