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

In FY2020/21, the Group actively responded to the challenges and adverse impact imposed by the pandemic by firmly adhering to the strategic goal of “focusing on principal business and key brands” and the development model of brand leadership. Guided by the leading design concepts of “function + fashion”, the Group continued to improve its product quality, fashion design and technological functions, and led the down apparel industry in China towards high-quality development. During the first nine months of FY2020/21, the branded down apparel business of the Group achieved a sustained and steady growth as compared to the corresponding period of last year.

Retail Sales Performance of *Bosideng* Under the Branded Down Apparel Business for the First Nine Months of FY2020/21

During the first nine months of FY2020/21, the accumulated retail sales of *Bosideng*, the core brand under the branded down apparel business, increased by more than 25% as compared to the corresponding period of FY2019/20.

Retail Sales Performance of Other Brands Under the Branded Down Apparel Business for the First Nine Months of FY2020/21

During the first nine months of FY2020/21, the accumulated retail sales of other brands under the branded down apparel business increased by more than 40% in total as compared to the corresponding period of FY2019/20.

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 5, 2021

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.