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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
USD275,000,000 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 USD275,000,000 1.00% convertible bonds due 2024 (the “**Bonds**”), respectively, the announcement of the Company dated August 20, 2021 in relation to the approval of the ordinary resolution by the Shareholders at the 2021 annual general meeting (the “**2021 AGM**”) for, among other things, the declaration of the final dividend for the year ended March 31, 2021 (the “**Poll Results Announcement**”), and the announcement of the Company dated June 23, 2021 in relation to the annual results of the Company for the year ended March 31, 2021 (the “**2020/21 Results Announcement**”) (collectively, the “**Announcements**”). Capitalized 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 (Stock Code: 40107).

As disclosed in the Poll Results Announcement and the 2020/21 Results Announcement, the final dividend for the year ended March 31, 2021 was HKD10.0 cents (equivalent to approximately RMB8.3 cents) (the “**Final Dividend**”), which will be paid by the Company to the Shareholders whose names appear on the register of members of the Company on August 25, 2021 on or around September 15, 2021.

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 Final Dividend falls 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 HKD4.67 per Share to HKD4.56 per Share (the “**Adjustment**”) due to the effect of the Final Dividend as the Shareholders have approved the declaration of the Final Dividend at the 2021 AGM. The Adjustment will become effective from August 26, 2021 (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 25, 2021.

As at the date of this announcement, the total number of the issued Shares is 10,844,790,385. Based on the total outstanding principal amount of the Bonds of USD275,000,000 as 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 472,125,548 Shares, representing approximately 4.35% of the issued share capital of the Company as at the date of this announcement and approximately 4.17% 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 20, 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.