



波司登國際控股有限公司
Bosideng International Holdings Limited

(incorporated in the Cayman Islands with limited liability)
(於開曼群島註冊成立之有限責任公司)

(Stock Code: 3998)
(股份代號: 3998)

July 28, 2011

Dear Shareholder,

**Letter to Existing Registered Shareholders -
2010/2011 Annual Report, AGM Circular and Proxy Form (the "Current Corporate Communication")**

The Current Corporate Communication of Bosideng International Holdings Limited (the "Company") has been published in English and Chinese languages. The Current Corporate Communication is also available (in English and Chinese) on the Company's website at <http://company.bosideng.com> and the website of The Stock Exchange of Hong Kong Limited at <http://www.hkexnews.hk>.

Please note that you are entitled at any time to change your choice of language and means of receipt of all future Corporate Communication^(Note) by giving a reasonable notice in writing or simply completing the Change Request Form on the reverse side and send it to the Company's Hong Kong Share Registrar, Computershare Hong Kong Investor Services Limited, using the mailing label at the bottom of the Change Request Form (stamp is not needed if posted in Hong Kong). The address of Computershare Hong Kong Investor Services Limited is 17M Floor, Hopewell Centre, 183 Queen's Road East, Wanchai, Hong Kong. You may also send an email with a scanned copy of the Change Request Form to bosideng@computershare.com.hk. The Change Request Form may also be downloaded from the Company's website at <http://company.bosideng.com> or the website of the Stock Exchange of Hong Kong Limited at <http://www.hkexnews.hk>.

Should you have any queries in relation to this letter, please contact the Company's Hong Kong Share Registrar hotline at (852)2862 8688 during business hours from 9:00 a.m. to 6:00 p.m., Monday to Friday (excluding public holidays).

By Order of the Board
Bosideng International Holdings Limited
Mak Yun Kuen
Company Secretary

Note: Corporate Communication includes but is not limited to (a) the directors' report, its annual accounts together with a copy of the auditors' report and, where applicable, its summary financial report; (b) the interim report and, where applicable, its summary interim report; (c) a notice of meeting; (d) a listing document; (e) a circular; and (f) a proxy form.

敬啟者:

**致現有登記股東之函件 -
2010/2011 年年度報告，股東週年大會通函及委任代表表格（“本次公司通訊文件”）**

波司登國際控股有限公司（「本公司」）本次公司通訊文件備有英文及中文版本。本公司本次公司通訊文件的網上版本(英文及中文版本)亦載於本公司網站 (<http://company.bosideng.com>) 及香港交易所披露易網站(<http://www.hkexnews.hk>)。

敬請注意：閣下有權在任何時間發出合理書面通知或簡單透過填寫背面的變更申請表，以更改今後所有公司通訊文件^(附註)之語言版本及收取方式。在行使上述選擇權時，請閣下於回條上適當空格內劃上「X」號，簽署後使用回條下方的郵寄標籤（如在香港投寄則無須貼上郵票）寄回本公司香港證券登記處，香港中央證券登記有限公司，地址為香港灣仔皇后大道東183號合和中心17M樓室。閣下亦可把已填妥之變更申請表的掃描副本電郵到bosideng@computershare.com.hk。變更申請表亦可於本公司網站(<http://company.bosideng.com>)或香港交易所披露易網站(<http://www.hkexnews.hk>)下載。

如閣下對本函有任何疑問，請於辦公時間星期一至五，上午9時至下午6時（公眾假期除外），致電本公司香港證券登記處熱線(852)2862 8688查詢。

承董事會命
波司登國際控股有限公司
麥潤權
公司秘書

2011年7月28日

附註：公司通訊文件包括但不限於：(a)董事局報告、年度財務報表連同核數師報告及如適用，財務摘要報告；(b)中期報告及如適用，中期摘要報告；(c)會議通告；(d)上市文件；(e)通函；及(f)委任代表表格。

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Change Request Form 變更申請表

To: **Bosideng International Holdings Limited (the "Company")**
(Stock Code: 3998)
c/o Computershare Hong Kong Investor Services Limited
17M Floor, Hopewell Centre
183 Queen's Road East
Wanchai, Hong Kong

致: **波司登國際控股有限公司(「本公司」)**
(股份代號: 3998)
經香港中央證券登記有限公司
香港灣仔皇后大道東 183 號
合和中心 17M 樓

I/We would like to receive the Corporate Communication* of the Company ("Corporate Communication") in the manner as indicated below:

本人/我們希望以下列方式收取 貴公司之公司通訊文件* (「公司通訊文件」):
(Please mark **ONLY ONE (X)** of the following boxes) (請僅在下列其中一個空格內劃上「X」號)

- read the **Website Version** of all future Corporate Communication published on the Company's website in place of receiving printed copies; and receive a **printed Notification Letter** of the publication of Corporate Communication on website; **OR**
瀏覽在公司網站發表之公司通訊文件**網上版本**，以代替印刷本，並收取公司通訊文件已在網上刊發之**通知信函印刷本**；或
- to receive the **printed English version** of all future Corporate Communication **ONLY**; **OR**
僅收取公司通訊文件之**英文印刷本**；或
- to receive the **printed Chinese version** of all future Corporate Communication **ONLY**; **OR**
僅收取公司通訊文件之**中文印刷本**；或
- to receive **both printed English and Chinese versions** of all future Corporate Communication.
同時收取公司通訊文件之**英文及中文印刷本**。

Contact telephone number
聯絡電話號碼

Signature
簽名

Date
日期

- Please complete all your details clearly.
請 閣下清楚填妥所有資料。
- Any form with more than one box marked (X), with no box marked (X), with no signature or otherwise incorrectly completed will be void.
如在本表格作出超過一項選擇、或未有作出選擇、或未有簽署、或在其他方面填寫不正確，則本表格將會作廢。
- Shareholders are entitled to change the choice of means of receipts and language of the Company's Corporate Communication at any time by reasonable notice in writing or using email at bosideng@computershare.com.hk to the Company c/o the Company's Hong Kong Share Registrar.
股東有權隨時經本公司香港證券登記處向本公司發出合理時間的書面通知或以電郵到 bosideng@computershare.com.hk，要求更改收取公司通訊文件之語言版本及方式。
- For the avoidance of doubt, we do not accept any special instructions written on this Change Request Form.
為免存疑，任何在本變更申請表格上的額外手寫指示，本公司將不予處理。

*Corporate Communication includes but is not limited to (a) the directors' report, its annual accounts together with a copy of the auditors' report and, where applicable, its summary financial report; (b) the interim report and, where applicable, its summary interim report; (c) a notice of meeting; (d) a listing document; (e) a circular; and (f) a proxy form.
*公司通訊文件包括但不限於：(a)董事局報告、年度財務報表連同核數師報告及如適用，財務摘要報告；(b)中期報告及如適用，中期摘要報告；(c)會議通告；(d)上市文件；(e)通函；及(f)委任代表表格。

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郵寄標籤 MAILING LABEL

閣下寄回此回條時，請將郵寄標籤剪貼於信封上。

如在本港投寄毋須貼上郵票。

Please cut the mailing label and stick this on the envelope to return this Reply Form to us.

No postage stamp necessary if posted in Hong Kong.

香港中央證券登記有限公司
Computershare Hong Kong Investor Services Limited
簡便回郵號碼 Freepost No. 37
香港 Hong Kong