

**For immediate release**



波司登國際控股有限公司

## **Bosideng International Holdings Limited**

### **Grand Opening of Bosideng Menswear Flagship Store in Wuhan**

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*Consolidation of Distribution Network with the Opening of 686<sup>th</sup> Bosideng Menswear Store in the PRC*

**(8 November 2009 – Hong Kong) – Bosideng International Holdings Limited** (“Bosideng”, or the “Company”, stock code: 3998, or together with its subsidiaries collectively referred to as the “Group”), the largest down apparel company in the PRC, announced today the opening of its first flagship store in Wuhan, signifying an important move of Bosideng in expanding its menswear business in major cities in the PRC.

The Wuhan flagship store is located at No. 594 of Zhongshan Road, a main road in the most prosperous business district of Hankou, Wuhan. The Wuhan flagship store is the 686<sup>th</sup> Bosideng menswear shop in the PRC.

Mr. Gao Dekang, Chairman and CEO of Bosideng, said, “The official grand opening of the Wuhan flagship store of Bosideng menswear today enables Wuhan citizens to shop for quality menswear products of Bosideng in a more spacious and comfortable environment. The opening also earmarks the expansion of the Group’s menswear distribution network in the PRC and at the same time further strengthens the brand’s development in Central China.”

Mr. Gao continued, “The menswear market experiences rapid growth as the Chinese economy flourishes. In order to capture the opportunities in the menswear market, Bosideng menswear will invest an amount of RMB200-300 million to further optimize its retail distribution network by adding 280 retail points in the PRC in 2010, which include 60 self-operated shops, mainly concentrated in cities like Beijing, Shanghai and Nanjing. It is expected that the number of Bosideng menswear retail points will increase to approximately 1,000 in 2011. Meanwhile, the Group will invest RMB 30 million for the renovation of 300 existing shops, so as to attract sales with a new and glamorous image and provide a more comfortable and humanized shopping environment for consumers.”

While summarizing the development of Bosideng menswear, Mr. Gao stated, “Ever since the commencement of operation of Bosideng menswear’s brand centre in Shanghai this April, it has gained good progress in design R&D, sales planning and brand promotion. The Group is confident in further enhancing and consolidating the brand awareness of Bosideng menswear while living up to the strategy of developing its non-seasonal apparel business, with an aim of generating better returns for investors.”

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Exterior of Wuhan flagship store.



Interior of Wuhan flagship store.



Mr. Wang Leehom (second from left), spokesperson of Bosideng menswear and Mr. Gan Liming (second from right), Managing Director of Bosideng menswear attending the ribbon-cutting ceremony of Wuhan flagship store grand opening.



**About Bosideng International Holdings Limited:**

Bosideng International Holdings Limited is the largest down apparel company in the PRC. Its retail distribution network comprises 5,662 retail outlets covering more than 65 cities across the nation, selling down apparel under its six core brands including “Bosideng”, “Snow Flying”, “Kangbo”, “Bingjie”, “Shuangyu” and “Shangyu”. Through these brands, the Group offers a wide range of down apparel products targeting various consumer segments, strengthening and expanding its leading position in the PRC down apparel industry. According to China Industrial Information Issuing Centre (“CIIC”), in terms of sales in 2008, “Bosideng”, “Snow Flying”, “Kangbo” and “Bingjie” down apparel products achieved combined market share<sup>#</sup> of 39.5% in the PRC.

“Bosideng” was the leading down apparel brand in the PRC for 14 consecutive years from 1995 to 2008, according to the CIIC and the National Bureau of Statistics of China. To further optimize its product mix and increase profitability, the Group has gradually begun to implement a “non-seasonal product” development strategy. In September 2008, the Group opened its first non-seasonal apparel specialty store in Changshu; in May 2009, the Group acquired a menswear company and made its entry into the menswear business. In the same month, the Group formed a joint venture company to engage in the sales, promotion and development of an international brand “Rocawear” in the Greater China Region.

<sup>#</sup> Among the 30 largest down apparel brands

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