

For immediate release



波司登國際控股有限公司

Bosideng International Holdings Limited

Bosideng Invests in 30% Interests in High-end Ladies' Wear Brand "BUOU BUOU" through JESSIE

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(Hong Kong, 26 July 2013) - Bosideng International Holdings Limited ("Bosideng", or the "Company", stock code: 3998, or together with its subsidiaries collectively referred to as the "Group"), is pleased to announce that its subsidiary Talent Shine International Limited ("Talent Shine") invested RMB150 million in Shenzhen Bangbao Fashion Wear Company Limited (深圳邦寶時尚服飾有限公司, "Bangbao"), the company which owns the ladies' wear brand "BUOU BUOU", and acquired its 30% interests. The investment will be paid by Talent Shine's internal resources.

Established in 2004, "BUOU BUOU" is a high-end ladies' wear brand in the PRC. With its products featuring an elegant, dignified and luxurious style, the brand targets sophisticated urban women aged between 30 and 45. As at the end of June 2013, Bangbao owns 113 self-operated stores and counters as well as 127 franchised stores. Bangbao plans to add 80 self-operated stores and counters in the next three years.

According to the unaudited financial figures for the year ended 31 December 2012 provided, Bangbao recorded a turnover of RMB269 million and a net profit of approximately RMB68 million.

Mr. Zhou Meihe, General Manager of Talent Shine and JESSIE ladies' wear, said, "JESSIE's distribution network mainly covers Southern China while "BUOU BUOU" has stronger presence in the northern area. The strategic investment will be conducive to JESSIE's future network expansion. It will also diversify the Group's product offerings to meet different customers' tastes and needs."

The Board of Directors believe this investment will have limited impact on the Group's financial position.

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"BUOU BUOU"s 2013 Autumn/Winter series

About Bosideng International Holdings Limited:

Bosideng International Holdings Limited (the "Company", together with its subsidiaries collectively referred to as the "Group") is the largest down apparel company in the PRC. Its top four down apparel brands, namely *Bosideng*, *Snow Flying*, *Combo* and *Bengen* accounted for 40.1% of the PRC down apparel market[#]. According to China Industrial Information Issuing Center and the National Bureau of Statistics of China, *Bosideng* has been the leading PRC down apparel brand for 18 consecutive years from 1995 to 2012.

Leveraging on its outstanding brand value and extensive sales network, the Group is actively exploring opportunities to acquire non-down apparel brands with high development potential and good reputation. Currently, key non-down apparel brands of the Group include *Bosideng MAN*, *JESSIE* ladies' wear and *Mogao* casual wear.

[#] Among the 30 largest down apparel brands

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