

**For immediate release**



**波司登國際控股有限公司**

**Bosideng International Holdings Limited**

**Bosideng Online Sales exceeded RMB110 million  
During the 11.11 Shopping Festivities**

**(Hong Kong, 12 November 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 during the 11.11 shopping festivities (11 November) this year, all brands under the Group recorded an aggregate online sales revenue of over RMB110 million, an increase of approximately 10% over the same period last year.

Bosideng shortlisted about 100 products for the event and launched 30 feature products according to prevailing trends to cater to the taste of the young online consumers. With tactful execution of visual positioning, product photos, graphic design, web layout as well as coupon offers, the Group successfully attracted large consumer traffic to boost its sales.

- End -

**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* together accounted for 40.1% of the PRC down apparel market<sup>#</sup>. 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 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.

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

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