

For immediate release



波司登國際控股有限公司

Bosideng International Holdings Limited

Bosideng Chairman Gao Dekang Meets With British Prime Minister Cameron

(December 6, 2013 – Hong Kong) – Bosideng International Holdings Limited (“Bosideng”, or the “Company”, stock code: 3998, or together with its subsidiaries collectively referred to as the “Group”) Chairman and CEO Mr. Gao Dekang met with the British Prime Minister David Cameron at a business banquet, during the Prime Minister’s state visit to Shanghai, China.

Mr. Gao introduced Bosideng’s development history in China to the prime minister, as well as the company’s investment in Britain, notably its flagship store in London which also served as its Europe headquarters. He presented a souvenir to Mr. Cameron afterwards. The British Prime Minister praised Bosideng for blazing a trail in expanding into the British market and said the company’s move helped foster the Sino-British relation and bolster the bilateral trade. Mr. Gao said that although Bosideng had just set foot in Britain, the Company will actively sought to blend into the country’s lifestyle and culture with an aim of providing quality products and services that would strike a chord with the locals.



Bosideng Chairman and CEO Mr. Gao Dekang (left) presents a souvenir to British Prime Minister David Cameron

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In July 2012, Bosideng spent 35 million British pounds to establish a flagship store and Europe headquarters in London. The operation adopts a business model of "Chinese brand, domestic design, global outsourcing and localized sales", and yielded good results. The outstanding performance and innovative marketing strategy won the Company the "British Business Awards - Chinese Investors of the Year Award" in 2012 organized by the British Chambers of Commerce. Bosideng has set a good example for other Chinese apparel brands which are expanding into the international markets. This year, Bosideng formed a partnership with Tottenham Hotspur, an English Premier League Football Club, to become the club's official menswear provider, and separately, acquired Greenwoods Menswear Limited for RMB40 million. The moves will enable Bosideng's further development in the British market and its expansion in other European markets in the future.

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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's down apparel market[#]. According to China Industrial Information Issuing Center and the National Bureau of Statistics of China, Bosideng has been PRC's leading down apparel brand for 18 consecutive years from 1995 to 2012.

Capitalizing 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. It is part of the strategy of developing an all-season fashion business. 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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