

For immediate release



波司登國際控股有限公司

Bosideng International Holdings Limited

ITOCHU and CIAM to invest in Bosideng

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Bosideng granted JPY24 billion loan facility

(January 8, 2016 – Hong Kong) – Bosideng International Holdings Limited (“Bosideng”, or the “Company”, stock code: 3998, which together with its subsidiaries is collectively referred to as the “Group”), the largest down apparel company in mainland China, is pleased to announce that the Company has entered into an unsecured loan facility in an aggregate amount of JPY24 billion (“Loan”), at a compound interest rate of 2.5%p.a., with New Surplus International Investment Limited (“New Surplus”), presently indirectly wholly-owned by Chairman Mr. Gao Dekang. Meanwhile, Mr. Gao will transfer 2.01 billion shares of the Company to New Surplus, which in turn, will issue preference shares to IC International Company Limited (“IC”, a joint venture set up by ITOCHU Corporation (“ITOCHU”) and CITIC International Assets Management Limited, (“CIAM”)) for an aggregate consideration of JPY30 billion. Most of the proceeds arising from the preference share subscription will then be applied to advance the Loan to the Company.

Mr. Gao said, “This loan will further enhance the Company’s financial position. Bosideng will pursue new opportunities proactively to enhance the apparel business. ITOCHU and CIAM will make use of their extensive global resources to provide full support to the Group which will help facilitate the enhancement of the Company’s overall competitiveness.”

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About Bosideng International Holdings Limited:

Bosideng International Holdings Limited (the “Company”, together with its subsidiaries, the “Group”) is a renowned down apparel company in the People’s Republic of China (the “PRC”) with four core down apparel brands, namely *Bosideng*, *Snow Flying*, *Combo* and *Bengen*. The Group satisfies different customers and fosters its leading position in the PRC market through its core brands.

Leveraging on its down apparel business, the Group is actively propelling the strategy of developing an evergreen business for four seasons and proactively exploring opportunities to acquire non-down apparel brands with high development potential and good reputation, and stride toward becoming a world-renowned integrated apparel brand operator. Currently, key non-down apparel brands of the Group include *Bosideng MAN*, *JESSIE* ladies’ wear and *Mogao* casual wear.

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