

For Immediate Release



波司登國際控股有限公司

Bosideng International Holdings Limited

Bosideng's online sales on Singles' Day hit record high of RMB428Million

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(November 13, 2016 — Hong Kong) – Bosideng International Holdings Limited (“Bosideng” or the “Company”, which together with its subsidiaries is referred to as the “Group”, Stock code: 3998) is pleased to announce that Bosideng’s online sales hit a record high of RMB428 million in the “Double 11 Shopping Carnival” this year that celebrated Singles’ Day in China. The sales was doubled last year.

Bosideng’s flagship store on Tmall.com recorded hundreds of thousands of page visits for online purchase at 00:00 on November 11. As at 24:00 on November 11, the sales revenue at Bosideng’s official flagship store amounted to RMB213 million. Bosideng ranked the third in sales of ladies’ wear at a single store. More than 42.5 thousands orders were placed for the best-selling product on that day.

The Group had planned comprehensively for the “Double 11 Shopping Carnival” this year by stocking up on products to meet the customers’ demand. During the carnival, Bosideng featured over a hundred bestselling items and new products on its online channel, including Bosideng Disney series, Bosideng by Fabio Del Bianco series and various kinds of popular items at both its online and retail stores. The Group received 3160 pre-orders for one of the down apparel products of the Disney series. The Group assigned double as many staff to customer service on November 11 as it does on an ordinary business day. Each member of the customer service staff served 2500 customers on average.

Mr. Gao Dekang, Chairman and CEO of Bosideng, said “The development of the Group’s e-commerce has benefitted from its own well-established brand name and talent pool accumulated over the years. Nowadays, consumer’s online shopping behaviour has become more rational, and as such, price war is no longer the only strategy to attract consumers. It takes such a holistic approach as ‘quick response + quality experience + brand value’ for a company to stand a chance of winning at the competition of online sales. We believe that the brand name and the products are the key factors in attracting consumers. Bosideng adheres to the brand positioning that emphasizes the combination of ‘fashionable + quality + warm’, and has been dedicated to maintaining good product quality, refining product design and

satisfying customers' needs for the past 20 years. This is why the Group stands out from the competition in the industry.”

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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 down apparel brands, namely *Bosideng*, *Snow Flying* 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.

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