

For Immediate Release



波司登國際控股有限公司

Bosideng International Holdings Limited

**Bosideng achieves record-breaking online sales record of
RMB568 million during “Double 11”**

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(13 November 2017, Hong Kong) – Bosideng International Holdings Limited (“Bosideng” or the “Company”, stock code: 3998, which together with its subsidiaries, is referred to as the “Group”) is pleased to announce, the Company once again broke the record during “Double 11” online shopping carnival with sales of RMB568 million from Bosideng-branded online shops.

In preparation for such an exciting shopping festival, not only did Bosideng stock up in advance to ensure a sufficient supply of stocks, it also upgraded its e-commerce customer services, logistics and delivery services by establishing a customer service branch with education institutions, thereby increasing the headcount of our customer service representatives by 200. Moreover, Bosideng also introduced demolition robots, production lines for sorting, and improved emergency plans with couriers, thereby enhancing the efficiency of parcel turnover. Bosideng’s 30 warehouses and 120 self-operated stores located at key cities in China also closely cooperated with the Group’s online promotion activities, so as to facilitate synchronized delivery and shorten shipping distance which significantly increased the shipment efficiency.

To welcome the annual “Double 11” online shopping festival, Bosideng commenced its promotion activities since late October, targeting Tmall’s sales and marketing rhythm—“presales”, “live broadcasts”, “pre-heat” and “explosion”—to enhance customers’ participation through website promotion, cross-over merchandises, celebrity live broadcasts and KOL marketing. Moreover, the Company also launched limited-edition merchandises with Mr. Li Daben, top nine contestant from the famous reality show “The Rap of China”, under the title of “Bosideng x Li Daben Cross-over”, thereby entering the youngster market in a timely manner.

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About Bosideng International Holdings Limited:

Bosideng International Holdings Limited (the "Company", which together with its subsidiaries, is referred to as 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 caters for different customers and consolidates its leading position in the PRC market with its core brands.

The Group is actively pursuing the strategy of developing an evergreen apparel business for four seasons while maintaining its down apparel business as its core operation. It is also proactively exploring opportunities to acquire reputable non-down apparel brands with high potential for development. It aspires to become a world-renowned integrated apparel brand operator. Currently, the Group's key non-down apparel brands include Bosideng MAN for menswear and JESSIE, BUOU BUOU, KOREANO and KLOVA for ladieswear.

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