

(For Immediate Release)



波司登國際控股有限公司
Bosideng International Holdings Limited

Bosideng included in Hang Seng Composite LargeCap & MidCap Index

(16 August 2019 - Hong Kong) – **Bosideng International Holdings Limited** (“Bosideng” or the “Company”, stock code: 3998, which together with its subsidiaries is referred to as the “Group”), the largest down apparel company in the People’s Republic of China (“PRC”), announces that, the Company has been selected as a constituent of the Hang Seng Composite LargeCap & MidCap Index. The changes will be effective on 9 September 2019 (Monday). The inclusion of Bosideng as a constituent of these important indices demonstrates market’s high recognition and positive evaluation.

Mr. Gao Dekang, Chairman and CEO of Bosideng, said, “We are honoured to be included as a constituent of Hang Seng Composite LargeCap & MidCap Index. It manifests the market’s confidence in the Group’s development prospect and recognition of the Group’s investment value. In the future, Bosideng will remain committed to its mission “Bosideng warms the world”. The brand will adhere to its original aspiration and maintain its market leadership. This can lead to quality development and inspire confidence in the brand.”

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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 also proactively exploring opportunities in fashionable ladieswear business while maintaining down apparel business as its core operation. Currently, the Group’s ladieswear brands include *JESSIE*, *BUOU BUOU*, *KOREANO* and *KLOVA*.

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