

**For Immediate Release**



**Bosideng's First Sun-protective Clothing Show in the World Debuts  
at Beijing International Film Festival  
Has Begun an Era of Sun-protective Clothing 2.0 by Launching  
More Trendy and Professionally Designed Sun-protective Clothing  
Showcased its Strength in the Industry**

**(April 19, 2024 – Hong Kong)** – Bosideng International Holdings Limited (“Bosideng” or the “Company”, stock code: 3998, which together with its subsidiaries is referred to as the “Group”), held its first sun-protective clothing show in the world on the bank of Yanqi Lake at the foot of the Yan Mountains, Beijing on April 18 at the invitation of the organizer of the 14<sup>th</sup> Beijing International Film Festival. The show not only demonstrates the acclaim for and recognition of Bosideng’s outstanding, innovative designs and professionalism but also further consolidates its brand’s leading position in the down apparel market.

In recent years, there has been increasing public awareness of the importance of sun-protective clothing, which has become a basic necessity. As the world’s leading expert on down apparel, Bosideng is spearheading product innovation. Since 2020, Bosideng has been developing and designing specialized sun-protective clothing most suited to the Chinese by experimenting with new ideas in terms of fabrics, technological functions, colours, cuts and comfort with a view to addressing the real needs for protection from sunburn. In 2022, it succeeded in launching a series of more professionally designed and trendy sun-protective clothing.

Bosideng has been conducting research and development unceasingly and driving its innovation and development with technology. The Group takes the sun-protective clothing technology to the next level by embracing the sustainability concepts of producing clothes with wash-and-wear fabrics that has enduring sun protection function. This year, Bosideng has begun an era of sun-protective clothing 2.0 by launching more trendy and professionally designed sun-protective clothing, breaking the mould of traditional sun-protective clothing by attaching more importance to the development of sun protection functions and the trendy designs in terms of colours and cuts. In addition, Bosideng has launched a collection of sun-protective clothing through collaboration with internationally renowned deluxe goods designers and with the endorsement from many celebrities and artistes. Bosideng’s sun-protecting clothing will be indispensable to consumers this summer.

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Bosideng showcases a series of more professionally designed and trendy sun-protective clothing

Bosideng continues to adhere to its positioning as a down apparel expert and upgrades sun-protective clothing with professional strength and product technology. The sun-protective clothing show was divided into "Sun Series", "High Luxury Series", "Show Models", "Show Models+Urban Light Outdoor" and "Girls'/Boys' Windbreakers+Ultralight Down Jacket Series" by themes, showcasing different styles of sun-protective clothing such as the urban style for light sports and those for daily commuting, and for fashionable and functional wear, etc. Emphases have been placed on sun-protective clothes which have innovative design and are made of unique materials such as the high-tech fabrics that have higher performance in sun protection and are more comfortable. The third-generation all-around sun-protective clothing, "Sun 3.0", breaks new ground in the industry by featuring a UV protection factor of UPF100+, a cooler feel that is 66% higher than the international standard, a 35% increase in breathability, and a 10% reduction in product weight.

The Film and Fashion Unit Committee of the Beijing International Film Festival said that the film and fashion unit was specially established for this year's Beijing International Film Festival with the aim of "popularizing the Chinese fashion through films, and driving the development of the film industry with the help of native brands". Bosideng, China's leading fashion brand, was invited to participate in the festival to help create a glittering show to promote the development of Chinese-language films with native fashion and to support the development of a native fashion brand with excellent domestically-produced films. The move can serve as an example of "conveying fashion with light and shadow" through cooperation.



Local and overseas celebrities from the film, music and fashion industries attended the show as guests

**Mr. Gao Dekang, Chairman and CEO of Bosideng**, said, "Bosideng always keeps up with the times. We upgrade our capabilities for design and development to meet consumers' needs. The Group has begun an era of sun-protective clothing 2.0 by launching a series of more trendy and professionally designed sun-protective clothing. We have even been invited by the organizer of the 14th Beijing International Film Festival to hold our first sun-protective clothing show in the world on the bank of Yanqi Lake. The event has allowed us to once again showcase our leading strength to the industry and manifested Bosideng's enhanced brand strength. The launch of new functional products successfully expanded our incremental business. Looking ahead, Bosideng will stay true to its mission of 'warming the world', move with the times by imbuing the brand with new values, and scale new heights in business performance with a view to providing consumers worldwide with trendy products and quality services and thus contributing to the good life."

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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 China with down apparel brands, namely Bosideng, Snow Flying and Bengen. The Group caters for different customers and consolidates its leading position in China with its core brands. Currently, the Group’s ladieswear brands include JESSIE, BUOU BUOU, KOREANO and KLOVA; and the school uniform brand is Sameite.

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