



Bossini International Holdings Limited



2008/09 Interim Results

For the six months ended 31 December 2008

Corporate Presentation

18 March 2009

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Agenda



- ② **Financial Review**
- ② **Review of Operations**
- ② **Future Plans and Strategies**

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Financial Review



Results Highlights



- **Well established mass apparel brand equity generated stable growth**
- **Satisfactory profit growth albeit weakening consumer sentiment**

For the 6 months ended 31 December

<i>(HK\$ mn)</i>	2008	2007	Change
Revenue	1,186	1,159	+2%
Gross profit	595	579	+3%
EBITDA	95	89	+7%
Operating profit	59	54	+10%
Profit attributable to equity holders	52	40	+27%
Basic EPS <i>(HK cents)</i>	3.24	2.56	+27%
Interim dividend per share <i>(HK cent)</i>	1.0	-	n.a.

Operational Indicators



- **Stable profit margins despite intense price competition**

For the 6 months ended 31 December

	2008	2007	Change
Gross profit margin (%)	50	50	-
EBITDA margin (%)	8	8	-
Operating margin (%)	5	5	-
Net profit margin (%)	4	3	+1% pt

	At 31 Dec 2008	At 30 Jun 2008	At 31 Dec 2007
Inventory turnover[#] (days)	59	36	65

Inventory held at period /year end divided by annualised revenue times 365 days

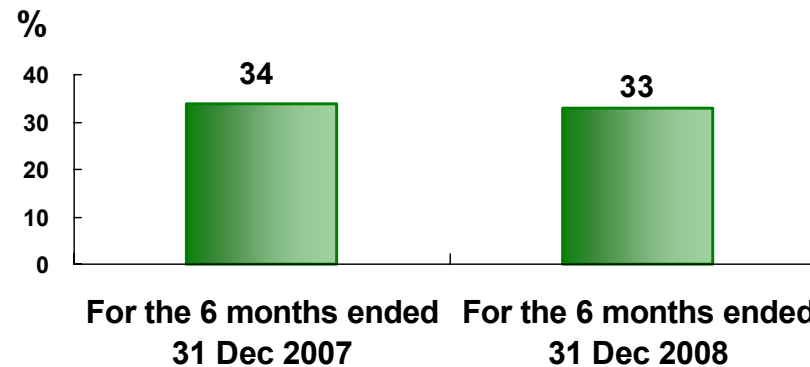
Cost Breakdown

(As a percentage of revenue)

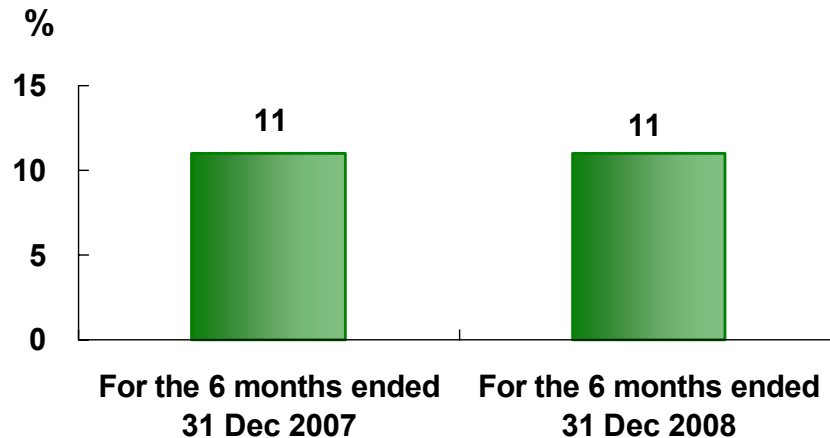


- **Total operating expenses accounted for 46% of revenue (2007: 46%)**

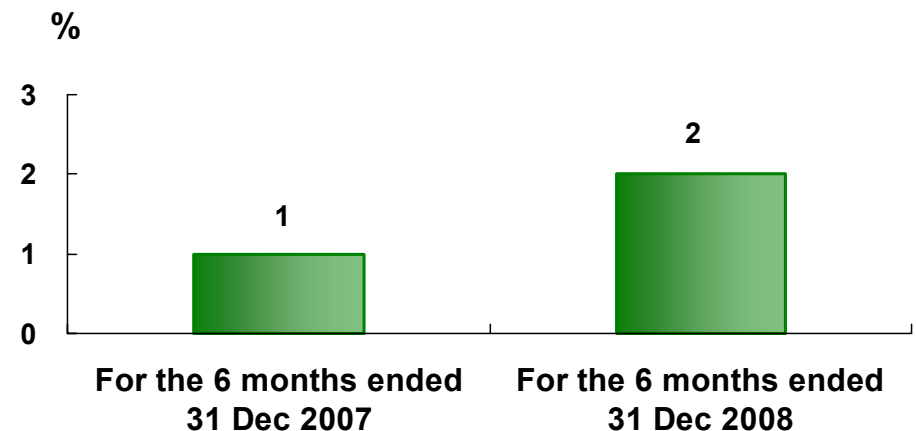
Selling and distribution costs



Administrative expenses



Other operating expenses



Solid Financial Position



- **As at 28 Feb 2009, cash and bank balances further increased to HK\$388, while net cash rose to HK\$325 mn**

	At 31 Dec 2008	At 30 Jun 2008	At 31 Dec 2007
Net cash* (HK\$ mn)	249	310	168

* Time deposits, cash and bank balances less bank loans

	At 31 Dec 2008	At 30 Jun 2008	At 31 Dec 2007
Current ratio (times)	1.97	2.61	1.87
Cash and bank balances (HK\$ mn)	323	310	248
Total liabilities to equity ratio (%)	67	39	73
Return on equity (%)	15	10	13

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Review of operations



Business Strategies



Maintained a solid financial position to weather abrupt market changes

Strengthen retail network to enhance efficiency



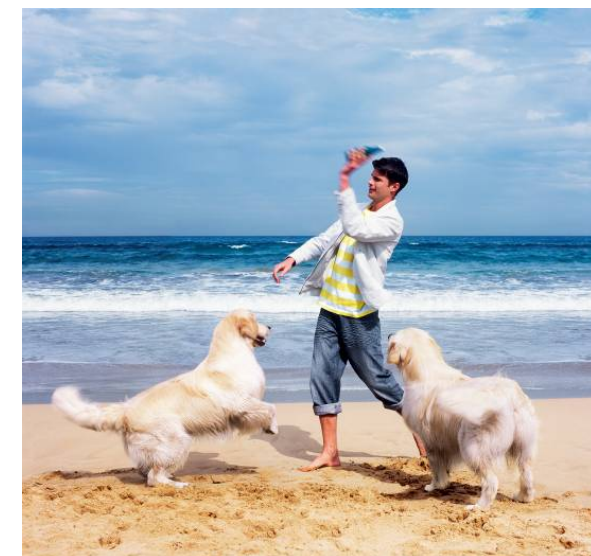
Implemented effective cost control to maintain profitability

No. of Stores by Region



<i>No. of Directly Managed Stores</i>	At 31 Dec 2008	At 31 Dec 2007	Change
Hong Kong	42	42	-
Mainland China			
- <i>bossini and bossini style</i>	316	276	+40
- <i>sparkle</i>	-	82	-82
Taiwan	87	87	-
Singapore	30	33	-3
Malaysia	18	14	+4
Sub-total	493	534	-41

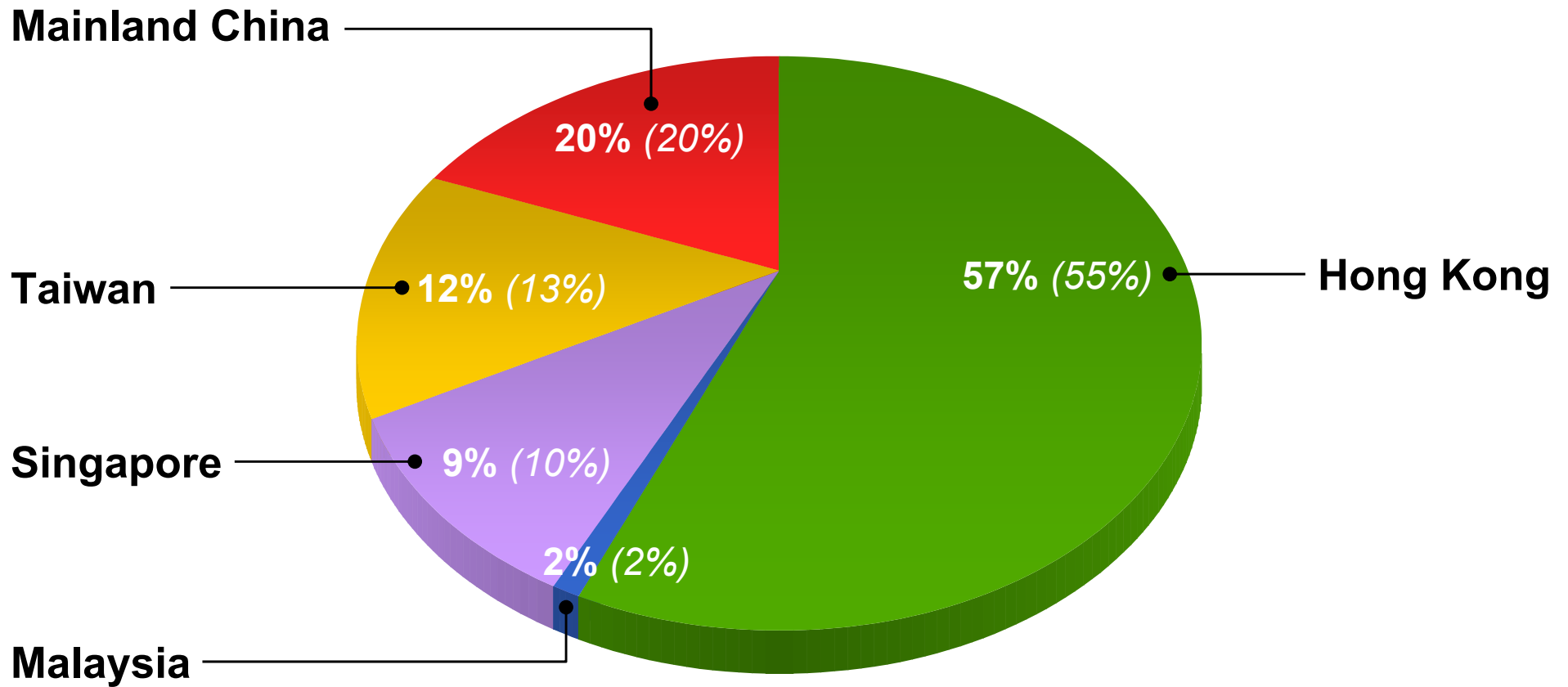
<i>No. of Franchised Stores</i>	At 31 Dec 2008	At 31 Dec 2007	Change
Mainland China			
- <i>bossini and bossini style</i>	161	170	-9
- <i>sparkle</i>	-	24	-24
Other countries	436	366	+70
Sub-total	597	560	+37
Total	1,090	1,094	-4



Revenue Analysis



Revenue by geographical market



For the 6 months ended 31 December 2008
Comparative figures for the 6 months ended 31 December 2007 in brackets

Retail Performance by Region



<i>For the six months ended 31 December</i>	Same-store sales growth		Net Sales per sq. ft.		
	2008 (%)	2007 (%)	2008 (HK\$)	2007 (HK\$)	Change (%)
Hong Kong	4%	6%	5,700	5,600	+2%
Mainland China	8%	2%	1,200	1,200	-
Taiwan	-10%	2%	2,200	2,300	-4%
Singapore	-7%	-1%	6,300	6,400	-2%
Malaysia	3%	20%	1,900	2,000	-5%
Total	1%	4%	2,700	2,800	-4%

Operating Profit Margins by Market



<i>For the six months ended 31 December</i>	2008	2007	Change
Hong Kong	11%	11%	-
Mainland China	-3%	-3%	-
Taiwan	-9%	-7%	-2% pts
Singapore	1%	2%	-1% pt
Malaysia	-5%	-6%	1% pt
Consolidated	5%	5%	-



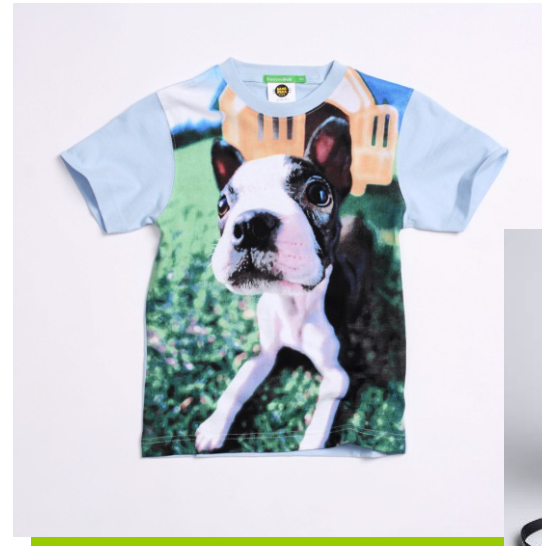
Co-branded and Licensed Products



bossini x Mr. Men & Little Miss



bossini x Hanadeka Club



Awards and Recognitions



100 Most Wanted Brands 2008
- Most Wanted By Female Mainland Visitors

OSSIMA Publishing Group Limited



The Best For Home Award 2008 – 2009

Hong Kong Economic Times – Take Me Home



HK Corporate Brand Award 2008 – Marketing Award

Ming Pao Newspapers Limited



TVB Weekly The Most Popular Brand Award 2008
- The Most Popular Apparel Brand 2008

TVB Weekly

International Footprint



• A total of 1,090 stores (30 June 2008: 1,056), with presence in about 33 countries and regions

477 (492)

Directly managed and franchised stores in Mainland China

436 (391)

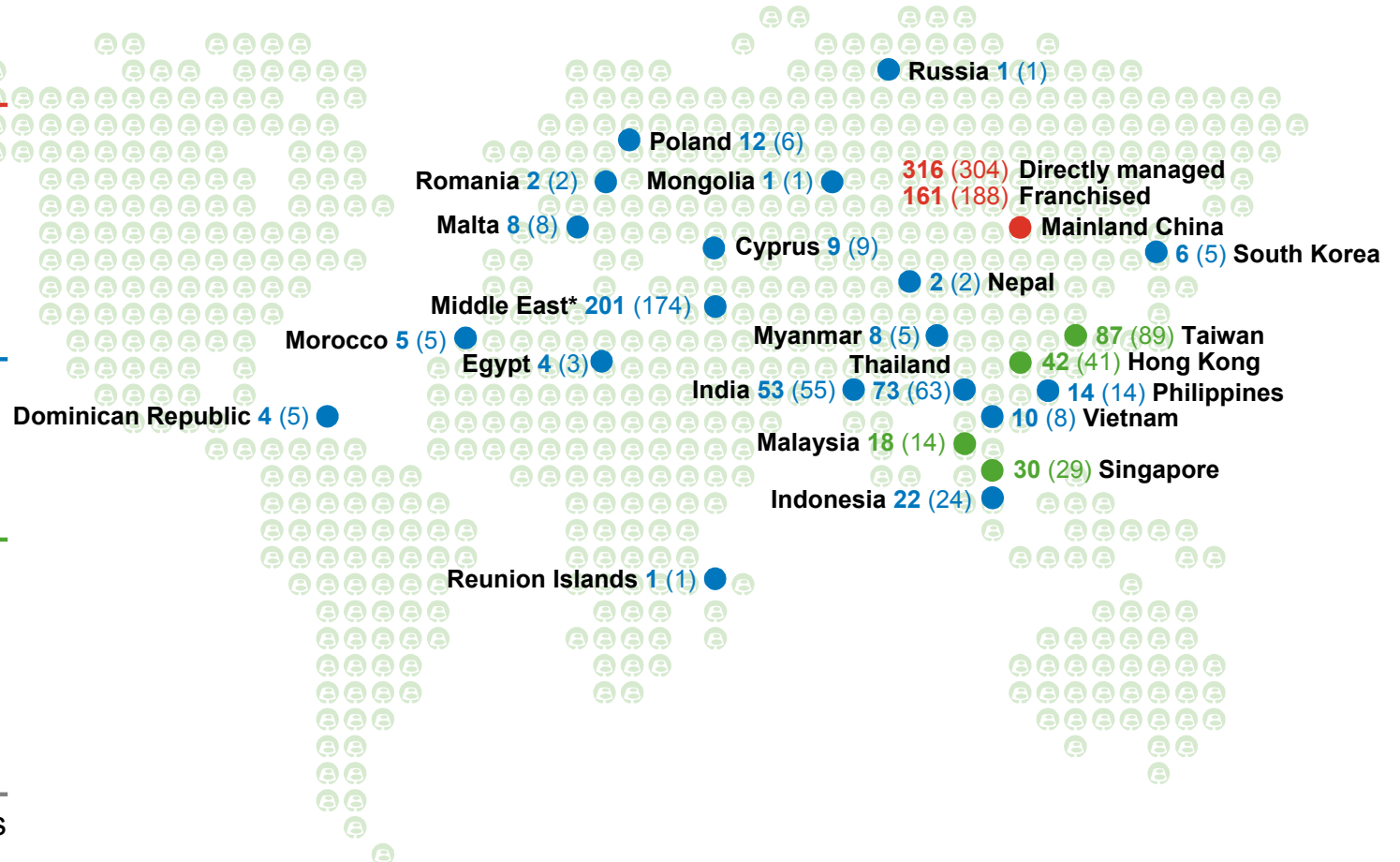
Export franchised stores

177 (173)

Directly managed stores in Hong Kong, Taiwan, Singapore and Malaysia

1,090 (1,056)

Stores in about 33 countries



At 31 December 2008 (comparative figures at 30 June 2008 shown in brackets)

* The Middle East includes UAE, Qatar, Lebanon, Bahrain, Kuwait, Iran, Jordan, Syria, Saudi Arabia and Oman

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(HK\$ mn)

	For the six months ended 31 December 2008
Shop and office renovation	40
I.T. investment	6
Others	4
Total	50



Future Plans and Strategies



Objectives and Strategies in 2008/09



BOSSINISTYLE

