bossini | ON THE GO.

Connect. Collaborate. Continue with bossini!

Our global distribution network

Dear Partners and Friends,

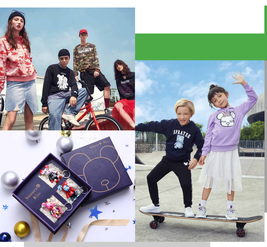
Thank you for your unrelenting support in 2018! Leveraging on the tailored integrated business strategies, collaborative efforts with partners and stakeholders, we keep creating excitement for customers and spreading seeds of happiness. To expand our distribution network, we are pleased to have 125 new shops opened in 2018, and have established 1,063 shops worldwide in 31 countires and regions, covering not only Asia, but also Europe and North America. We are dedicated to continually improve through creativity and product technology, bringing you an unforgettable shopping experience. Let's stay connected and collaborate with bossini in 2019!

*Collaborating with the Worldwide Celebration on **Mickey's 90th** Birthday*

Strategically collaborating with Disney, bossini has joined the bandwagon in celebrating Mickey's 90th birthday. Not only has good product strategy attracted customers from all generations, influence from popular celebrities Natalie Tong and Karl Ting, together with integrated online-to-offline strategy has amplified the awareness of the collection. Exclusive Mickey doll sets for celebrities, KOLs and influencers have generated uncontainable excitement in the social media. The entire shopping experience was further enhanced by personalized hot stamp service at selected store, as well as partnership with Alipay and Moneyback.

*Connecting Youth with Street Fashion @ **bossini x Coca Cola***

The debut of bossini x Coca Cola Collection, our new attempt on non-character cross-over campaign, was a marked success! Product designs based on latest Korean trends have brought new commotion to the scene, creating on-trend and chic street fashion styles. Athlete idol Stephanie Au and actor Terrance Lau were engaged in the campaign that has boosted the collection's image, enhancing our brand penetration amongst the youth segment.

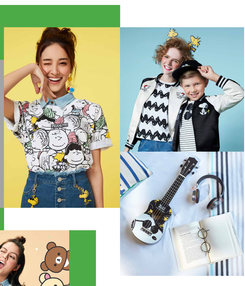


*Continuing our Collaboration Strategies with **Qee***

Extending the successful collaboration, a crossover collection with toy figure Qee was launched in Guangzhou last winter and will continue in this spring. Endorsed by popular singer Ares Cheng and model Inky, the collection has raised excellent awareness among the younger generation. A set of Qee limited edition figures was crafted which successfully drew the attention of Qee fans. Joint promotion with Guangzhou Metro has further pushed the collectible wave to every corner of the city, and thus, brand image has been further promoted among fashion lovers.

*Collaborating with **Snoopy Live Bright!***

The light-hearted Snoopy Live Bright Campaign encouraged customers to enjoy every moment in life. KOLs and influencers were surprised by the intricately-designed snoopy ukulele, which has generated lots of buzz online. Busking shows with youngster's platform Whizoo has provided real-life entertainment to the attendees and social media fans. Pull-promotion was designed with creativity: the gift set of 6 greeting cards with tear out coupons is a testament that our business strategy has captured those who are young at heart.



*Continuing the Relaxing Journey with **Rilakkuma***

bossini x Rilakkuma Collection was launched with 360 degree marketing strategies. Targeted at bringing customers a relaxing experience, KOLs are invited to picnic with the chill Rilakkuma. Overwhelming unboxing videos of our specially-designed picnic gift set were posted online which instantly became the talk of the town. Strategic partnerships with Lukfook Jewellery, am.pm Hong Kong that offered customers flavorsome dessert after purchase, have further enriched the experience and engaged potential customers in a happy fun way.

*Connecting You All with Versatile **bossini Outerwear***

Multi-functionality and affordability are always the competitive edge of bossini outerwear. The water repellent and heat protecting features allow customers to adapt to different weather conditions anytime anywhere. KOLs lined up as models online in our product launch, allowed customers to see the mixing-and-matching of this wonderful collection. Channel partnership with HKTV malls have further extended our sales platform and provided customers with a more convenient shopping experience.

*Continuing Our **Market Excellence***

Humbly honored, bossini has received more than 10 significant awards and recognition in 2018, the most prominent ones include:

- Merit Award – The Hong Kong and Asian Best Licensee Award by Asian Licensing Association;
- Gold Award – Large E-Commerce Company of the Year by Marketing Magazine;
- Gold Award – Best E-Commerce Shipping and Delivery by Marketing Magazine;
- Silver Award – B2C E-Commerce Company of the Year by Marketing Magazine;
- Signatory of Good Employer Charter by the Labour Department, HKSAR.

Thank you again for all the recognition. bossini shall continue our effort to strive for excellence in face of the dynamic markets in the year ahead.

www.bossini.com