

**For immediate release**



**波司登國際控股有限公司**

**Bosideng International Holdings Limited**

## **Bosideng Down Apparel Sales Reached RMB700 million in Three Weeks**

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*Awarded Excellent Contributor of Chinese Socialism, 2009 China CEO of the Year and China's Ten Green Companies*

**(25 November 2009 – Hong Kong) – Bosideng International Holdings Limited** (“Bosideng”, or the “Company”, stock code: 3998, or together with its subsidiaries collectively referred to as the “Group”), the largest down apparel company in the PRC, announced the sales of down apparel during the three-week period between 2 November and 22 November 2009 reached a total of RMB697,170,000, representing a sharp year-on-year increase of 86%, as a result of recent cold weather which boosted the sales of down apparel. Sales performance for the 2009 new style down apparel was particularly extraordinary, with a revenue of RMB506,640,000, taking up 73% of the total turnover. Sales of new style down apparel as a proportion of the total turnover was 56% in 2008.

Mr. Gao Dekang, Chairman and CEO of Bosideng, said, “We are confident that Bosideng continues to be the best choice of down apparel among consumers in the PRC. The early arrival of cold weather contributes to satisfactory sales at various retail points. As a result, distributors placed second-round orders earlier than the previous year. Despite the early winter, the Group’s effective order management and production strategies enables us to complete production duties to cater to the sudden increase of demand without sacrificing product quality as well as quantity, thus achieving growth in overall sales of Bosideng down apparel. At the same time, we continue to endow our products with novel styles and designs, bringing the down apparel industry to the next level, refreshing consumers’ traditional concepts towards down apparel, allowing them to experience the charismatic down fashion in aspects of colour, surface materials, styles and accessories. Besides, early winter lengthens the peak sales season of down apparel, which will benefit the Group’s sales. We are confident that we will achieve encouraging sales performance this year.”

Apart from outstanding sales figures, the Company demonstrates its leading position through various awards obtained from different organizations. Chairman, Mr. Gao Dekeng, was awarded the “3<sup>rd</sup> Excellent Contributor of Chinese Socialism” in October and also “2009 China CEO of the Year” at the 2009 China CEO Summit Forum organized by China Times and co-organized by sina.com in November. In addition, the Group was also awarded the “2009 China Ten Green Companies”, together with other renowned awardees including ICBC, IBM (China) Limited, Sohu, etc., at China International Forum of Green Development.

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## **About Bosideng International Holdings Limited:**

Bosideng International Holdings Limited is the largest down apparel company in the PRC. Its retail distribution network comprises 5,662 retail outlets covering more than 65 cities across the nation, selling down apparel under its six core brands including “Bosideng”, “Snow Flying”, “Kangbo”, “Bingjie”, “Shuangyu” and “Shangyu”. Through these brands, the Group offers a wide range of down apparel products targeting various consumer segments, strengthening and expanding its leading position in the PRC down apparel industry. According to China Industrial Information Issuing Centre (“CIIC”), in terms of sales in 2008, “Bosideng”, “Snow Flying”, “Kangbo” and “Bingjie” down apparel products achieved combined market share<sup>#</sup> of 39.5% in the PRC.

“Bosideng” was the leading down apparel brand in the PRC for 14 consecutive years from 1995 to 2008, according to the CIIC and the National Bureau of Statistics of China. To further optimize its product mix and increase profitability, the Group has gradually begun to implement a “non-seasonal product” development strategy. In September 2008, the Group opened its first non-seasonal apparel specialty store in Changshu; in May 2009, the Group acquired a menswear company and made its entry into the menswear business. In the same month, the Group formed a joint venture company to engage in the sales, promotion and development of an international brand “Rocawear” in the Greater China Region.

<sup>#</sup> Among the 30 largest down apparel brands

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