

**[For immediate release]**



**波司登國際控股有限公司**

**Bosideng International Holdings Limited**

**Bosideng Brand Value Exceeds RMB16.22 billion  
Continues to Hold the Leading Fashion Brand Honour in  
"2009 Most Valuable Chinese Brand"**

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*Chairman Gao Dekang Awarded "60 Outstanding Brand  
Builders in Memory of the 60<sup>th</sup> Anniversary of the PRC"*

**(Hong Kong, 21 December 2009)** – The piercingly cold winter stimulated an upsurge for down apparel. The world famous Bosideng takes the lead in down apparel fashion, launching the themed promotion activity of "09 Dazzling Dream Fashion Transformation" (「夢炫09·時尚換裝」), which greatly promoted sales in down apparel. Large crowds of consumers packed the retail points of Bosideng, busy selecting and trying on down apparel. While great sales performances have been recorded, the Group received another piece of good news: The 15<sup>th</sup> "Most Valuable Chinese Brand" list (「中國最有價值品牌排行榜」) was announced in New York. "Bosideng" ranked 13<sup>th</sup> with a brand value of RMB16.22 billion, continuing its lead in Fashion brand (the "clothing" category in brand classification). "Snow Flying", another brand under the Bosideng Group, came 44<sup>th</sup> with a brand value of RMB5.109 billion.

The "Most Valuable Chinese Brand" list was first introduced in 1995. It is a brand value comparison research co-organized by R&F Global Information Group (睿富全球排行榜) and Beijing Famous Brand Evaluation Co, Ltd (北京名牌資產評估有限公司). It is the earliest and the most sustained brand value ranking targeted at the consumption industries in the PRC. Its selection criteria not only cover the financial statement, but also factors related to the future development potential of the brand including defensive strength, R&D ability, etc., together with the current market share of the company, thus determining the industry position of the company using its brand value. Throughout the years, the most influential consumption brands have snatched their positions on the list, making themselves the core of the PRC

real economy and the representatives of quality corporations. 60 brand values were being researched on and announced the year before. This year, a total of 100 consumption brands in the PRC entered into the list.

Being the largest down apparel company in the PRC, Bosideng has sought for the highest product quality, concentration on brand loyalty and attentive market operation. Despite the early winter, the Group's effective order management and production strategies enabled it to complete production duties to cater to the sudden increase of demand without sacrificing product quality as well as quantity. At the same time, the Group continued to endow its 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. In order to provide a better shopping environment for consumers, Bosideng is opening flagship stores in the prosperous districts of large cities. The flagship store located in No. 118, Phase 1, Renmin South Road, Chengdu, Sichuan Province was opened on 18 December 2009. It is the first Bosideng flagship store in Chengdu. The large-scale flagship store with 210 sq. m. is bright, spacious and stylish, with trendy fashion products, sharp store image and elegant product display, sufficiently demonstrating the glamour of the international brand of Bosideng to Chengdu consumers.

Bosideng has become the leading down apparel company in the PRC ever since 1995, maintaining its leadership in down apparel sales for 14 consecutive years, taking up a large market share in the PRC winter apparel market. Founder of the Bosideng brand, Chairman Gao Dekang, has been elected the "60 Outstanding Brand Builders in Memory of the 60<sup>th</sup> Anniversary of the PRC" (「品牌中國60年60個品牌功勳人物」). The awardees are all highly respected brand builders with great contributions and performances in various areas, demonstrating deep influences in different aspects or industries, facilitating the development and promotion of brands in the PRC.

Commenting on being re-elected as the leading fashion apparel brand and being awarded a personal honour, Mr. Gao Dekang, Chairman and Chief Executive Officer of Bosideng said, "I express my greatest gratitude towards the recognition of Bosideng's achievements and my contribution from the society. It reflects the influence Bosideng exert in China's market. As an industry leader, we have been focusing on brand building and have been creating and enhancing our brand value. Looking ahead, we will further develop the intrinsic cultural value and raise the brand position of Bosideng. By consolidating the leading position in China's down apparel industry, the Company will actively reinforce its multi-branding and brand serialization strategies, expanding the influence of Bosideng into other business areas besides down apparel, and build a genuine international Bosideng brand,

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opening the new strategic chapter of 'Bosideng – a highly respected world famous integrated fashion operator'."

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*Interior product display of Chengdu flagship store*



*External view of Chengdu flagship store.*

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

Bosideng International Holdings Limited ("Bosideng" or the "Company", together with its subsidiaries collectively referred to as the "Group") is the largest down apparel company in the PRC. Its retail distribution network comprises 5,855 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 a 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. The "Bosideng" brand is regarded as "China's World Famous Brand (中國世界名牌)" and "Leading Textile Clothing Brand (中國紡織服裝領軍品牌)", and has been awarded with various honours during the reporting period, including, but not limited to, being the 47th brand of the Sixth China's 500 Most Valuable Brands (中國500最具價值品牌) by the World Brand Lab in June 2009; being selected into the "National Business Card (國家名片)" list, which was a recognition to enterprises or brands capable of representing the national image of the PRC, by the China Brand Research Institute in June 2009; being one of the "60 Outstanding Brands on the 60th Anniversary of PRC(新中國60周年60個傑出品牌)" awarded by CCTV.com in August 2009; and being awarded the "Hua Pu China Brand Award 2009, Nationwide Honour List (2009品牌中國總評榜華譜獎)" granted by the Organizing Committee of the Third China Brands Festival (第三屆中國品牌節組委會) in August 2009.

To further optimize its product mix and increase profitability, the Group has gradually begun to implement a "non-seasonal product" development strategy. 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. Apart from the implementing and boosting the development of the two non-down apparel projects mentioned above, the Group is currently seeking for cooperation opportunities with renowned garment companies (other than down apparel business) which are of strong growing potential through mergers and acquisitions, to further enhance the proportion of non-down apparels business to our total sales.

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

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