

**For immediate release**



波司登國際控股有限公司

## **Bosideng International Holdings Limited**

### **Bosideng Group Earns “China Charity Award”**

**(July 19, 2011 – Hong Kong) – Bosideng International Holdings Limited** (“Bosideng”, or the “Company”, stock code: 3998, or together with its subsidiaries collectively referred to as the “Group”), is pleased to announce that Bosideng Group has been accredited the “China Charity Award” in the 6<sup>th</sup> China Charity Award Presentation Ceremony held in Beijing on July 15, 2011.

“China Charity Award” is presented by the Ministry of Civil Affairs of the People’s Republic of China. It is the highest award from the government in the area of charity. The award is an annual event established since 2005, aiming at recognizing significant charity contributions of individuals, organizations or charity programs, which played an important role in promoting the spirit of charity and facilitating the development of charity business.

Bosideng has given great enthusiasm in charity business over the years, upholding its corporate culture of “Benevolence for Earnestness”. Bosideng offered immense material and monetary efforts during the outbreak of SARS, blizzard in Southern China, 512 Wenchuan Earthquake, Qinghai Yushu Earthquake and Typhoon Morakot that struck Taiwan. In 2010, Bosideng made a monetary donation and offered relief materials of approximately RMB37.3 million to various charity organizations. The Group has made an accumulated donation of more than RMB500 million to different charity organizations and social circles all over the years.

Mr. Gao Dekang, Chairman and CEO of Bosideng, said, ““China Charity Award’ embodies the spirit of different social circles’ support in charity business as well as care for the underprivileged. It also serves as the greatest recognition of Bosideng’s effort. Bosideng will continue to promote the development of charity business in an active manner and work hard for building up a harmonious society.”

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

Bosideng International Holdings Limited (the "Company", together with its subsidiaries collectively referred to as the "Group") is the largest down apparel company in the PRC. It has 7,579 retail outlets selling down apparel under its six core brands including "Bosideng", "Snow Flying", "Kangbo", "Bengen" (previously known as "Bingjie"), "Shuangyu" and "Shangyu". Through these brands, the Group offers a wide range of down apparel products targeting various consumer segments to strengthen and expand its leading position in the PRC down apparel industry.

According to China Industrial Information Issuing Center ("CIIIC"), in terms of sales in 2010, "Bosideng", "Snow Flying", "Kangbo" and "Bengen" down apparel products achieved a combined market share<sup>#</sup> of 36.7% in the PRC. "Bosideng" was the leading down apparel brand in the PRC for 16 consecutive years from 1995 to 2010, according to CIIIC and the National Bureau of Statistics of China. As a leader in the PRC down apparel industry, the Group introduced, for 15 consecutive years, the latest fashionable Fall/Winter apparel trend to the world on behalf of the PRC at the "China International Clothing and Accessories Fair".

To further optimize its product mix and increase profitability, the Group has adopted a "non-season product" development strategy. Currently, the non-down apparel products of the Group include "Bosideng MAN", "BOSIDENG RICCI" womenswear, "Mogao" casual wears and "D.D. Cat" kids wears, "VETALLO" high-class menswear and the franchise project of "ROCAWEAR" in the Greater China Region. The Bosideng menswear business has developed rapidly and has already set up 979 retail outlets throughout China, while the franchise project of "ROCAWEAR" in the Greater China Region has opened 7 consignment counters in major cities including Beijing, Shanghai and Hangzhou. Apart from investing in the continuous development of the above non-down apparel businesses, the Group is actively exploring opportunities to merge and acquire non-down apparel brands with high development potential and good reputation in order to further increase the proportion of non-down apparel business in total sales.

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

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