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**For immediate release**



波司登國際控股有限公司

## **Bosideng International Holdings Limited**

### **Bosideng Brand Value Reaches RMB20.6 billion Once Again Topped the Textile and Garment Industry**

**(Hong Kong, 19 September 2011) 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, is pleased to announce, "Bosideng" ranked 13th with a brand value of RMB20.66 billion in the 2011 (the 17th) "Most Valuable Chinese Brand" list, continuing its lead in Fashion brand. "Snow Flying", another brand under the Bosideng Group, came 48th with a brand value of RMB5.67 billion.

The "Most Valuable Chinese Brand" list was first introduced in 1994. 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 cover the financial performance, market share of the company, R&D capability, brand enhancement, as well as future development potential, to determine and commend companies with highest 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.

Bosideng has been the leading down apparel brand in China for 16 consecutive years, while Snow Flying also ranked second in terms of sales in China for 10 consecutive years. The Group's four down apparel brands, "Bosideng", "Snow Flying", "Kangbo" and "Bengen" down apparel products, achieved a combined market share of 36.7% in the PRC. With strong brand value and extensive network of resources, Bosideng has been actively promoting the non-seasonal products strategy. Currently, the Group's new projects, namely, Bosideng MAN, ladies' wear Bosideng RICCI, ROCAWEAR, children's wear D.D. Cat, casual wear Mogao are performing well with steady growth.

Commenting on being elected again as one of the Most Valuable Chinese Brands and the leading fashion apparel brand, Mr. Gao Dekang, Chairman and CEO of Bosideng, said, "Being named as one of the Most Valuable Chinese Brand represents a recognition of the company's brand building efforts. With increasingly stringent competition under globalization, a strong brand symbolizes the strength and core competitiveness of an enterprise as well as the country. As such, Bosideng will continue to focus on brand building, and strive for continuous innovation in the areas including brand enhancement, R&D, technology, management and marketing. By doing so, we aim to become a world-renowned multi-brand operator in the apparel industry, and develop Bosideng into a company synonymous with successful apparel group and high-quality products. By promoting non-seasonal products strategy, we are committed to increasing the contribution of non-down apparel to the Group's total revenue."

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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# 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-seasonal product" development strategy. Currently, the non-down apparel products of the Group include "Bosideng MAN", "BOSIDENG RICCI" ladies wear, "Mogao" casual wear and "D.D. Cat" kids wear, "VETALLO" high-class menswear and the franchise project of "ROCAWEAR" in the Greater China Region. The Bosideng menswear business 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 seven 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.

# Among the 30 largest down apparel brands

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*19 September 2011/ Page 3*

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