

For immediate release



波司登國際控股有限公司

Bosideng International Holdings Limited

Bosideng Ceased Operation of Children's Wear and ROCAWEAR Businesses

Concentrating Resources on Sizable M&As to Strengthen Non-down Apparel Business Striving to become a Multi Brand Operator

(May 4, 2012 – 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, announces that to match the Group's long term business development, the Group will concentrate its resources on developing sizable M&A projects. The Group restructured its businesses in March 2012 and withdrew from certain small scale non-down projects.

On 31 March 2012, the Group transferred the 51% stake in Lanboxing Company to the management of Lanboxing at a consideration of RMB10.4 million, equivalent to the consideration when Bosideng acquired the stake from Lanboxing in 2011. Lanboxing Company specializes in the design of children's wear and related products as well as brand operation. Brands operated by Lanboxing Company include "D.D. Cat", "Mikyo", "r100" and "M&Q". For the six months ended 30 September 2012, the children's wear business recorded revenue of approximately RMB48.0 million, accounting for less than 2% of the Group's total revenue during the period.

In addition, after thorough consideration, the Group has decided to terminate another small scale non-down business, ROCAWEAR, in March 2012. For the six months ended 30 September 2012, ROCAWEAR contributed approximately RMB3.0 million to the Group's revenue, which accounted for less than 0.1% of the Group's total revenue during the period.

With down apparel as its core business, the Group will continue to develop menswear and ladies wear businesses actively by capitalizing on the foundation of Bosideng Menswear and JESSIE ladies wear. The Group will also explore more M&As that meets the Group's direction, in order to progressively expand its non-down apparel business to enhance its profitability and generate higher returns for its shareholders.

Mr. Gao Dekang, Chairman and CEO of Bosideng, said, "Bosideng adheres to its non-seasonal apparel strategy. The adjustment of business structure allows the Group to better utilize its resources on sizable businesses to enhance overall efficiency and lay solid foundation for future development. The Group will continue to look for potential non-down brands to expand our non-down apparel business, and expedite the development of such brands by leveraging on the Group's abundant resources and sales network, so as to realize the vision of Bosideng in becoming a multi brand operator."

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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 six core down apparel brands, namely *Bosideng*, *Snow Flying*, *Kangbo*, *Bengen*, *Shuangyu* and *Shangyu*. The Group targets various consumer segments through product differentiation for each brand to further strengthen its leading position in the PRC down apparel industry. Total sales of four of the Group's brands, namely *Bosideng*, *Snow Flying*, *Kangbo* and *Bengen*, accounted for 36.7% of the PRC down apparel market[#]. According to China Industrial Information Issuing Center and the National Bureau of Statistics of China, *Bosideng* has been the leading PRC down apparel brand for 16 consecutive years from 1995 to 2010.

Leveraging its outstanding brand value and extensive sales network, the Group is actively exploring opportunities to 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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