

For immediate release



波司登國際控股有限公司

Bosideng International Holdings Limited

Bosideng London to be the Official Formal Menswear Partner of Tottenham Hotspur

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(July 25, 2013 – 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 its UK arm Bosideng London, has agreed a commercial partnership with English Premier League club Tottenham Hotspur.

Bosideng London will be the Club’s Official Formal Menswear Partner during the 2013/14 and 2014/15 football seasons, and this announcement coincides with Tottenham Hotspur’s visit to Hong Kong for the Barclays Asia Trophy 2013.

Bosideng London’s premium menswear collection was launched in 2012 and is Bosideng’s first flagship store outside the People’s Republic of China, situated near London’s exclusive and world-famous Mayfair.

Bosideng London will provide formal wear to the first team, management and Board of the Barclays Premier League Team. The agreement includes the provision of suits, shirts, ties, shoes and accessories from its latest collection, as well as a presence across the Club’s website and social media channels and direct engagement with fans across the world.

Tottenham Hotspur will also benefit from Bosideng’s strength in the Chinese market, where the two businesses will work together to grow the Club’s presence and support in a key international territory.

Gao Dekang, Chairman and CEO of Bosideng, said: “As one of Europe’s leading clubs, it’s an exciting opportunity for Bosideng London to support Tottenham Hotspur. With Bosideng a Chinese company new to Europe, it’s important for us to have a strong UK presence and we’re delighted to be working with Tottenham Hotspur as part of our awareness programme.”

“We are delighted that Bosideng will be the Club’s new formalwear partner.” said Daniel Levy, Chairman, Tottenham Hotspur. “Bosideng London has already established a reputation for style and innovation, values which we share here at the Club.”

Wayne Zhu, CEO of Bosideng UK, added: “The partnership with Tottenham Hotspur Football Club is a key part of Bosideng London’s strategy to establish a brand platform within the UK and Europe. I am delighted and excited by our association with such a world famous partner, and I am positive this will be a long and fruitful relationship.”



Left to right: Gao Dekang, Bosideng founder and CEO, and Daniel Levy, Tottenham Hotspur Football Club Chairman, confirm the Official Formal Menswear Partnership

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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. Its top four down apparel brands, namely *Bosideng*, *Snow Flying*, *Combo* and *Bengen* accounted for 40.1% 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 18 consecutive years from 1995 to 2012.

Leveraging on 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. Currently, key non-down apparel brands of the Group include *Bosideng MAN*, *JESSIE* ladies’ wear and *Mogao* casual wear.

Among the 30 largest down apparel brands

For further information, please contact:

iPR Ogilvy Ltd.

Aven Yu/ Karen Tse/ Charis Yau/ Callis Lau

Tel: (852) 2136 6176/ 2136 6950/ 2136 6183/ 2136 6952

Fax: (852) 3170 6606

Email: aven.yu@iprogilvy.com/ karen.tse@iprogilvy.com/
charis.yau@iprogilvy.com/ callis.lau@iprogilvy.com