

For immediate release



波司登國際控股有限公司

Bosideng International Holdings Limited

Bosideng Appoints Dr. Liang Sheuh-Hvei as Chief Executive Officer

(Hong Kong, 14 May 2014) - Bosideng International Holdings Limited ("Bosideng", or the "Company", stock code: 3998, and together with its subsidiaries is collectively referred to as the "Group"), is pleased to announce that, Dr. Liang Sheuh-Hvei has been appointed as the Company's Chief Executive Officer, responsible for the daily operations of the Group. Former Chief Executive Officer Mr. Gao Dekang will remain as the Company's Chairman and Executive Director, responsible for the overall strategic development of the Group. Such arrangement will be effective from 15 May 2014.

As the Company grows, there is an increasing need for professional talents and to have precise division of managerial roles, in order to lay a more solid foundation for the long term development. Specifically, the division of roles between the chairman and chief executive officer will enhance the Company's corporate governance.

Mr. Gao Dekang said, "I am very glad to have Dr. Liang Sheuh-Hvei on board. I am confident that Dr. Liang will give new ways of thinking and fresh impetus to the Company with his rich experience in operational management and his international perspective, thus improve the Group's management system."

Dr. Liang Sheuh-Hvei said, "I am deeply honoured to be appointed as the Chief Executive Officer of Bosideng. I will do my utmost to work with the management team for the Company's future and shareholder value."

Dr. Liang Sheuh-Hvei has over 20 years of experience in strategic development and operational management of listed corporations. He has taken the roles of executive director, president and chief executive officer of various companies in China and overseas. Prior to joining Bosideng, Dr. Liang Sheuh-Hvei was the Chief Strategy Officer of Daphne International Holdings Ltd and the Chief Operating Officer of Goodbaby International Holdings Ltd. Dr. Liang Sheuh-Hvei was also an adjunct professor in the School of Management of Tianjin University and he holds a degree of doctor of philosophy from Nankai University in Tianjin, the PRC and a master's degree in marketing from Webster University in the United States.

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About Bosideng International Holdings Limited:

Bosideng International Holdings Limited (the "Company", which together with its subsidiaries, is 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's down apparel market[#] in 2012. According to China Industrial Information Issuing Center and the National Bureau of Statistics of China, Bosideng has been PRC's leading down apparel brand for 18 consecutive years from 1995 to 2012.

Capitalizing 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. It is part of the strategy of developing an all-season fashion business. Currently, key non-down apparel brands of the Group include *Bosideng MAN*, *JESSIE ladies' wear* and *Mogao* casual wear.

Note: [#] Among the 30 largest down apparel brands

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