

For immediate release



波司登國際控股有限公司

Bosideng International Holdings Limited

**Bosideng Raises Stakes in
Ladies' Wear Brand *BUOU BUOU***

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**Enriching ladies' wear business platform and
Strengthening revenue and profit structure**

(Hong Kong, 8 July 2016) - 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 subsidiary Jessie International Holdings Limited ("Jessie International") acquired 70% of the issued share capital in Buoubuou International Holdings Limited (邦寶國際控股有限公司, "Buoubuou", which owns the ladies' wear brand *BUOU BUOU*). With Buoubuou's remaining 30% equity interest previously acquired by Talent Shine Limited ("Talent Shine HK"), which is owned as to 70% by Bosideng, Jessie International and Talent Shine HK will collectively hold 100% of the issued share in Buoubuou upon the completion of the acquisition.

The aggregate consideration for the acquisition shall be satisfied by a cash payment of RMB70,000,000 and the allotment and issue of 850 million of consideration shares by Bosideng. The cash payment will be funded by internal resources of the Group. The consideration shares represent approximately 10.63% of the existing issued share capital of the Company and approximately 9.61% of the issued share capital as enlarged by the issue of the consideration shares. The issue price per consideration share is HKD0.652, representing a premium of approximately 0.31% over the closing price of HKD0.65 per share as quoted on the Stock Exchange today.

BUOU BUOU is a high-end ladies' wear brand in the PRC. With its products featuring a chic, elegant, dignified and luxurious style, the brand targets sophisticated urban women aged between 30 and 45 with high spending power. As at the end of 2015, Buoubuou owns 162 self-operated stores and counters as well as 83 franchised stores, amounting to 245 stores in total. For the year ended 31 March 2016, Buoubuou recorded a net profit of RMB49 million. As at 31 March 2016, the total asset of Buoubuou amounted to RMB506 million.

With well-defined brand position and target customers, Buoubuou has not only built up comprehensive sales channels across the country, but also accumulated a large and loyal customer base. Bosideng saw a promising growth potential in Buoubuou on the back of an optimistic development prospect of ladies' wear sector in China. The acquisition will enrich and diversify the Group's ladies' wear business as well as strengthen the Group's revenue and profit structure.

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About Bosideng International Holdings Limited:

Bosideng International Holdings Limited (the "Company", together with its subsidiaries, the "Group") is a renowned down apparel company in the People's Republic of China (the "PRC") with four core down apparel brands, namely *Bosideng*, *Snow Flying* and *Bengen*. The Group satisfies different customers and fosters its leading position in the PRC market through its core brands.

Leveraging on its down apparel business, the Group is actively propelling the strategy of developing an evergreen business for four seasons and proactively exploring opportunities to acquire non-down apparel brands with high development potential and good reputation, and stride toward becoming a world-renowned integrated apparel brand operator. Currently, key non-down apparel brands of the Group include *Bosideng MAN*, *JESSIE* ladies' wear and *Mogao* casual wear.

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