

For Immediate Release



波司登國際控股有限公司

Bosideng International Holdings Limited

**Bosideng acquires Ladies' Wear Brands
KOREANO and *KLOVA* for RMB680 million**

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Enhancing ladies' wear business & enriching brand mix

(March 29, 2017 — Hong Kong) – Bosideng International Holdings Limited (“Bosideng” or the “Company”, which together with its subsidiaries is referred to as the “Group”, Stock code: 3998), is pleased to announce that it has acquired all the issued shares of Joy Smile Development Limited (“Joy Smile”) for RMB660 million and that of You Nuo (Tianjin) Clothing Limited (“You Nuo”) for RMB20 million.

Joy Smile is principally engaged in sourcing and distributing ladies' wear. It owns the brands of *KOREANO* and *KLOVA*. Joy Smile also owns a sales channel and management team. For the year ended December 31, 2016, Joy Smile recorded a net profit of RMB10.94 million, and had total assets of RMB505 million.

You Nuo is the sole production agent for Joy Smile's ladies' wear brands *KOREANO* and *KLOVA*. The company is acquiring a piece of land, on which the Group intends to build a production base and a logistics centre for the business of Joy Smile after the completion of the acquisition. For the year ended December 31, 2016, You Nuo recorded a net profit of RMB31.87 million, and had total assets of RMB131 million.

KOREANO is positioned as a mid-range and high-end brand of ladies' wear in China. The products under the brand feature a chic, elegant and tasteful style, and targets office ladies aged between 25 and 35. Meanwhile, *KLOVA* features products of simple but stylish designs and targets discerning female customers aged between 30 and 40. There are 123 self-operated stores under the two brands as at December 31, 2016.

Pursuant to the share purchase agreement, the vendor guarantee the audited profit after taxation of Joy Smile group for the financial year ending March 31, 2018 shall not be less than RMB70 million, or else the vendor shall pay the shortfall amount to the purchaser.

Mr. Gao Dekang, Chairman and CEO of Bosideng, said, “The Group is optimistic about the prospect of the ladies' wear industry and believes that these two brands have great potential for further business growth. The acquisition of the two brands will create synergy with the Group's existing ladies' wear brands *JESSIE* and *BUOU BUOU*, boost the Group's revenue and profit and further enhance the Group's ladies' wear business platform.”

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About Bosideng International Holdings Limited:

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

The Group is actively pursuing the strategy of developing an evergreen apparel business for four seasons while maintaining its down apparel business as its core operation. It is also proactively exploring opportunities to acquire reputable non-down apparel brands with high potential for development. It aspires to become a world-renowned integrated apparel brand operator. Currently, the Group's key non-down apparel brands include *Bosideng MAN* for men's clothing and *JESSIE*, *BUOU BUOU*, *KOREANO* and *KLOVA* for ladies' wear.

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