

For Immediate Release



波司登國際控股有限公司

Bosideng International Holdings Limited

**Bosideng Issues Positive Profit Alert,
Expecting 50% Growth in Net Profit in FY2017/2018**

(19 April 2018, 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 the Company expects to record approximately 30% growth in revenue and 50% growth in profit attributable to equity shareholders for the year ended 31 March 2018 compared with those for 2017.

Such growth is mainly attributable to the Group’s endeavour to capture opportunities arising from the upgrading of China’s consumption. With continuous product innovation and improving product quality, the Group strived to enhance its sales channels, brand image and retail operations, which led to the solid development of its core down apparel business during the year. As a result, the key down apparel brands under the Group, *Bosideng*, *Snow Flying* and *Bengen*, achieved considerable growth in revenues. Furthermore, the Group’s self-operated stores and third-party distributors’ sales channels recorded growth in sales. Revenue at the Group’s e-commerce retail operation grew by approximately 50% while that at its offline retail operations increased by approximately 20%. In addition to enhancing its specialization in down apparel operations, the Group also grasped the opportunities for development in the fashion and clothing industry in China and abroad. Both the revenue and net profit of its ladieswear brands such as *JESSIE*, *BUOU BUOU*, *KOREANO* and *KLOVA* grew significantly.

Mr. Gao Dekang, Chairman and CEO of Bosideng, said, “Having specialized in the down apparel business for 42 years, Bosideng has established a sound reputation and is widely recognised by the market and consumers for its quality and professionally designed and produced down apparel products. It has been leading the way in the industry’s development. In 2018, Bosideng will keep pace with the new era of China’s supply-side reform that places emphasis on quality growth so as to grasp market opportunities arising from the upgrading of the country’s consumption. It will continue to focus on its down apparel business by building its brand, enhancing brand awareness and maximising its brand advantage with its own resources worldwide. Meanwhile, the Group will further enhance product quality and sales channels to enhance its brand image. Bosideng will reach out to the global market, making Bosideng a preferred down apparel brand in the world.”

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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 HOME*, *Bosideng MAN* for menswear and *JESSIE*, *BUOU BUOU*, *KOREANO* and *KLOVA* for ladieswear.

For further information, please contact:

Bosideng International Holdings Limited

Carol Mak

Tel: (852) 2866 6956

Email: carol.mak@bosideng.com

iPR Ogilvy

Callis Lau / Molisa Lau / Candy Wong / Nicole Lam

Tel: (852) 2136 6952/ 2136 6953 / 2136 6176 / 3920 7648

Fax: (852) 3170 6606

Email: bosideng@iprogilvy.com