

(For Immediate Release)



波司登國際控股有限公司
Bosideng International Holdings Limited

Bosideng included in MSCI China Index

(27 August 2019 - Hong Kong) – **Bosideng International Holdings Limited** (“Bosideng” or the “Company”, stock code: 3998, which together with its subsidiaries is referred to as the “Group”), the largest down apparel company in the People’s Republic of China (“PRC”), announces that the Company has been made a constituent of the MSCI China Index. The inclusion of the Company in the index will become effective after the close of the stock market today (27 August 2019).

Mr. Gao Dekang, Chairman and CEO of Bosideng, said, “We are glad that Bosideng has been made a constituent of the MSCI China Index. This shows the capital markets endorsement of the Group’s development strategy and its confidence in the Group’s prospect. Adhering to the brand-oriented model for development is the way forward. We will enhance our brand by adopting creative design and technological innovation in our high-end products which are good value for money and by marketing such products to the international market. The Company aims to develop itself into a globally influential brand that is both a vanguard in fashion and an expert in down apparel. This is how we will generate better returns to shareholders and investors alike.”

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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 also proactively exploring opportunities in fashionable ladieswear business while maintaining down apparel business as its core operation. Currently, the Group’s ladieswear brands include *JESSIE*, *BUOU BUOU*, *KOREANO* and *KLOVA*.

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