

(For Immediately Release)



波司登國際控股有限公司

Bosideng International Holdings Limited

Driven by increases in qualities and selling prices, retail sales on Tmall Flagship Store of Bosideng Group Branded Down Apparel Business Increased 58% on Tmall Double 11

**More Than 5.7 million Customers Visited Tmall Flagship Store
Average Purchasing Price Per Transaction Increased Around 20% as Compared to the Same Day Last Year**

(November 13, 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”) is pleased to announce that, on November 11 (“Double 11”) of this year, the Group’s branded down apparel business (including *Bosideng*, *Snowflying* and *Bengen*) recorded an increase of retail sales of approximately 58% on its Tmall flagship store, and an increase of overall online sales of approximately 49%. Among them, *Bosideng* branded down apparel business recorded retail sales of RMB 650 million on Tmall flagship store, which represented approximately 58% increase, and overall online sales of *Bosideng* brand increased approximately 43%, as compared to the same day last year. Compared with a 26% year-on-year growth on the total transaction amount of Tmall platform as a whole on Double 11, the Group has achieved a particularly outstanding performance.

Through brand rebuilding, products innovation, quality upgrading and channel optimization, *Bosideng* brand has been continuously promoting to provide products fulfilling customers’ needs. In order to capture the mid to high end market, *Bosideng* brand has innovated and upgraded its product technologies, designs, functions and structures. The brand launched Extreme Cold collection for mid-range market priced at RMB 1,000 to RMB 1,800 and Mountain Climbing collection for high-end market priced at RMB5,800 to RMB11,800. During the sales of Double 11 in 2019, the Group is pleased to see that purchasing customers tends to be younger, among whom 18 to 34-year old customers increased more than 50% compared to the same day last year. Meanwhile, through the active interaction with customers, *Bosideng* brand has attracted more than 500 thousand new members during this Double 11, more than doubling from last year. In terms of product sales, the sales portion of higher price products witnessed a steady increase, especially for the high-end products (i.e., the sales price amounting to RMB 1,800 or more), the sales amount increased more than 140% compared to the same day last year.

In particular, the newly launched limited edition high-end Mountain Climbing collection did not participate the sales event on Tmall Double 11 this year and had been taken off the shelf temporarily before the event. The sales of this collection has already been resumed on Tmall flagship store

again right after Double 11 (i.e. 0:00 on November 12, 2019). In addition, in order to enhance customer's shopping experience, the Group is taking advantage of its demand pull mechanism, enabling customers to go on shopping and booking at offline flagship retail stores.

Mr. Gao Dekang, the Chairman and the CEO of the Group, said, "With the brand upgrading of *Bosideng*, the Group insists on its strategy of 'focusing on its principal business and key brands'. In the beginning of the battle in the 2019 winter, we achieved an outstanding performance on Double 11. The retail sales of Double 11 reflects the Group's successful transition to medium and high-end markets, and its products has been widely recognized by customers. The whole Group will continue its existing strategy, maintain a full passion, stand firmly, and make all efforts to obtain a good sales performance.

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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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