

For immediate release



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

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**Bosideng granted 100 million share options to
Wise Triumph Group Limited**
Strengthen the strategic cooperation between two parties
Driven the sustainable and high-quality development

(October 26, 2020 – 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 on October 23, 2020, the Company has resolved to grant 100 million share options (the “Share Options”) to Wise Triumph Group Limited (“Wise Triumph Group”), an eligible independent consultant of the Group, under the share option scheme adopted on August 25, 2017. Wise Triumph Group is entitled to subscribe for up to a total of 100 million new shares of the Company, representing approximately 0.93% of all the shares in issue as on that day and approximately 0.92% as enlarged by the issue of the new shares upon exercise of all the Share Options. The exercise price is HKD3.41 per share, and the validity period of the Share Options is 48 months from the date of grant.

The vesting criteria and conditions include the overall consolidated financial results of the Group and the Grantee’s own key performance indicators, including but not limited to the result indicators of Bosideng brand for the next three financial years as well as the objectives of the competitive strategies of Bosideng brand, for the three financial years ending March 31, 2021, 2022 and 2023.

The Board believes that the grant of the above-mentioned Share Options will help motivate the Wise Triumph Group to continue to contribute to the future multi-latitude development and expansion of the Group, including but not limited to aspects such as brand, strategy and overall business development both in China and overseas.

Mr. Gao Dekang, Chairman and CEO of Bosideng, said, “The three founders of Wise Triumph Group have provided multi-latitude strategic consulting services to the Group, which fully excavating the core assets of Bosideng brand and regaining our brand’s recognition from the mainstream population of the era, achieving fruitful results for both brand enhancement and performance growth. Through the grant of Share Options to Wise Triumph Group, management believes that it will further strengthen the strategic cooperation between two parties and make the goals more consistent, as well as driven the sustainable and high-quality development of the Company in the future. The Group also believes that the implementation of several employee’s incentive

program and the grant of share option to external consulting firm will generate the combination of internal and external forces, laying a solid ground for Bosideng to achieve growth against the trend and create more outstanding achievement.”

Since 2016, the Company has granted approximately 1.2 billion share awards or share options to the Group’s directors, senior management and core employees via four batches of grants, effectively motivating the core talents of the Group by aligning their interests with the Company’s interests, thereby enhancing the employees’ sense of responsibility and mission towards the Group and facilitating the transformation and upgrading of Bosideng’s brand and the rapid business growth.

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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. Currently, the Group’s ladieswear brands include *JESSIE*, *BUOU BUOU*, *KOREANO* and *KLOVA*; and the school uniform brand includes *Sameite*.

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