

**For immediate release**



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

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**Bosideng online retail sales of the branded down apparel business in the  
“Double 11” event growth exceed 35%  
Accumulated online retail sales of branded down apparel business growth  
exceed 45%**

(November 12, 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 in the “Double 11” event, the Group’s online retail sales of the branded down apparel business recorded growth exceeding approximately 35% as compared to the same period of the FY2019/20. Among which, the core brand “Bosideng” recorded growth exceeding approximately 25%. At the same time, “Bosideng” rank No.2 in the apparel industry and No.1 among the domestic apparel brands in terms of Tmall’s apparel brand sales ranking, respectively, and ranked No.1 in the overall apparel industry in terms of the live broadcast ranking among Tmall’s apparel merchants.

Faced with the market changes and adverse effects brought by the COVID-19 pandemic, the Group actively promoted the new retail operations and digital transformation and achieved remarkable breakthroughs in consumer research, target marketing and integrated product operations by connecting omni-channel data through the data middle platform, among which, the expansion of online business was particularly significant, as evidenced by the fact that major e-commerce platforms showed a fast growing trend in sales.

As of November 11, 2020 in the Financial Year, the accumulated online retail sales of branded down apparel business recorded growth exceeding approximately 45%. Among which, the core brand “Bosideng” under the branded down apparel business, recorded growth exceeding approximately 35%.

Mr. Gao Dekang, Chairman and CEO of Bosideng, said, “As the largest down apparel company in China, we believe that top brands with strong brand value will have faster recovery and stronger competitiveness. After the pandemic, people’s consumption has become more rational and mature, and Chinese consumers have more interested in using domestic products. This is not only because of the plain feelings, but also the return of user value and rational consumption consciousness, the continuous rise of people’s cultural self-confidence in the consumer field, and the accumulation of innovative strength of Chinese brands. We believe that the Chinese brands with strength, attitude and sentiment whose intensively cultivated in their fields of expertise, innovate customer value, and

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embrace the digital economy, will gradually form the core competitiveness of Chinese national brands and converge into an unstoppable Chinese brand power, as well as influencing and leading the global consumer market.”

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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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