

【For immediate release】



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

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Bosideng Issues a Positive Profit Alert

(April 11, 2021 – 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 issue a positive profit alert.

After a preliminary review of the unaudited consolidated management accounts of the Group for the year ended March 31, 2021 (“FY2020/2021”), the board of directors (the “Board”) of the Company wishes to inform the shareholders and potential investors of the Company that the Company expects to record a growth of approximately 10% to 15% in revenue and approximately 40% in profit attributable to equity shareholders, respectively for FY2020/2021 as compared to the same period in the year ended March 31, 2020.

Such growth is mainly attributable to the Group’s actively responded to the challenges and adverse impact imposed by the pandemic by firmly adhering to the strategic goal of “focusing on principal business and key brands” and the development model of brand leadership during FY2020/2021. In the meantime, guided by the leading design concepts of “function + fashion”, the Group continued to improve its product quality, fashion design and technological functions. Adhering to the “consumer-centric” approach to promote the Company’s digital transformation, and through the building of new retail capabilities and product integration capabilities, the Company has been able to continuously and comprehensively upgrade its brand image, channel building, product innovation, supply chain management and e-commerce operations. As a result, the branded down apparel business of the Group achieved a sustainable and steady growth as compared to the corresponding period of last year. Other business segments such as OEM management business and ladieswear business also witnessed a steady recovery from the impact of the epidemic and maintained stable operations. At the same time, due to the outstanding effect of brand upgrades in the branded down apparel business segment plus the ideal cost control effect, the Group’s gross profit margin is expected to have room for further improvement of approximately 3 percentage points.

Mr. Gao Dekang, Chairman and CEO of Bosideng, said, “As the largest down apparel company in China, Bosideng’s sound reputation and is widely recognised by the market and consumers for its quality and professionally designed and produced down apparel. 2021 is the first year of Bosideng’s new three-year strategy. Bosideng will continue adhering to the direction of “focusing on principal business and key brands” and brand leadership as well as creating

customer value. The Group will also continue to innovate product design and development, optimize and enhance its channel structure and terminal image, promote transformation of digital intelligence and consolidate the core competitiveness of its brand. Bosideng will be persevere, concentrate and focus on cohesion, making Bosideng a preferred down apparel brand in the world.”

The information contained in this press release is only based on the Company’s preliminary estimate of the unaudited consolidated management accounts of the Group for FY2020/2021, which have not been reviewed or audited by the Company’s auditor. Shareholders and potential investors of the Company are advised to pay attention to the annual results announcement of the Company for FY2020/2021 which is expected to be published by the end of June 2021.

Shareholders and potential investors of the Company are advised to exercise caution when dealing in the shares of the Company.

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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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