

【For immediate release】



Bosideng and BOGNER co-operate to march into Chinese Sports and Fashion market

(December 2, 2021 – Hong Kong) – **Bosideng International Holdings Limited** (“Bosideng” or the “Company”, stock code: 3998, or together with its subsidiaries collectively referred to as the “Group”), the largest down apparel company in the PRC, announces its direct wholly owned subsidiary and **Willy Bogner GmbH & Co. KGaA** (BOGNER) have entered into a joint venture agreement and set up the JV company as of December 1, 2021. The JV company will bring the brands BOGNER and FIRE+ICE in the market of Athluxury Sports Fashion and sport apparel in the Greater China Area (Mainland China, Hong Kong, China, Macao, China, and Taiwan, China).

Bosideng is a leading global down jacket & apparel operator focusing on the down industry for 45 years. Adhering to the original mission of “Bosideng Warm up the whole World”, the company intend to become the most respectable fashion & functional apparel group around the world. In 2020, based on the world authoritative research institution Euromonitor statistics, Bosideng rank the No 1 brand in down coats sales globally in terms of both retail value sales and retail volumes sales. As the leader of down jacket industry, Bosideng had established the tight bound with Winter sports and sponsor Chinese mountain and winter games for consecutive 20 years. Bosideng had ever supported the Chinese athlete to win the first gold medal in snow events in the Winter Olympics, the height measurement survey of Qomolangma in 2020 was also sponsored by Bosideng's "Peak-climbing Series". "Peak-climbing Series" was dressed by the Chinese Antarctic research Team during the 36th and 37th Antarctic research missions. In recent years, based on the strategy of “Focus on key industry, Focus on main brand”, embracing with the strategic point of “Fashion & Functional Apparel”, the group will develop the second high-quality growth curve by the strategic cooperation with international premier fashionable & functional brands.

Willy Bogner GmbH & Co. KGaA, founded in Munich in 1932 by Willy Bogner sen., is an internationally successful lifestyle company and the leading provider of exclusive sports fashion, luxury sportswear and designer fashion. The company appears in over 50 countries with the BOGNER (Woman, Man, Sport, Kids) and FIRE+ICE brands as well as licenses. In almost 90 years, BOGNER has developed into a global leader in Athluxury Sports Fashion, which matches with the demand of both the luxury and sport apparel.

At the critical point of Beijing 2022 Winter Olympic Games, there is a trillion-market opportunity of 300 million people participating in winter sports, and now we are cooperating with BOGNER, which was the leading apparel company in high-end sport fashion industry with 89 years’ heritage to enter China's winner sports market. In this context, the ambition is to build up an extensive online presence including strong social media activities as well as a store network with around 80 retail stores within the first five years in the Chinese market. From now on, BOGNER is represented in well-known luxury malls such as Plaza 66 in Shanghai as well as WF Central and SKP in Beijing. Further points of sale will follow.

Gao Dekang, Chairman and CEO of Bosideng said: “Bosideng and BOGNER have the leading advantage globally in its respective professional field, the win-win cooperation with BOGNER will bring the new energy in the medium and long run for the development of Bosideng. Deep passion in

the Winter sport apparel by both parties, exploiting the strong and potential market of high-end sport fashion demand in China, adhering to the professional altitude and original spirit, Bosideng and BOGNER will bring the sole dressing experience of Winter sport apparel to the end consumers.”

Heinz Hackl, Co-CEO of BOGNER and responsible for Sales, Design, Marketing and Licensing, explains: “This step is a milestone in our global growth path and contributes perfectly to our internationalization strategy. Our goal as BOGNER is to become an established player in the Athluxury Sports Fashion sector in the Greater China Area, creating a new dimension to the combination of fashion and sports. We are pleased to have Bosideng as a strong partner with great market expertise at our side to seize the potential of the region with us.”

The joint venture between BOGNER and Bosideng is headed by William Yang, GM Greater China BOGNER. William has an international track record in building various brands in the Chinese market. Before joining Bogner, he was GM Greater China at AMER Sports. Flora Zhang complements the first-class team as Marketing Director Greater China BOGNER. She is an expert in brand community building and has already successfully led the entry and development of brands such as lululemon in China. Tracy Han is responsible for the finance area, where she contributes her many years of experience in the luxury industry, including the LVMH Group.

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About Bosideng

Bosideng International Fashion limited is a direct wholly-owned subsidiary of Bosideng International Holdings Limited (Bosideng), a leading apparel group listed on the Hong Kong Stock Exchange (stock code: 3998) Founded in 1976 by Mr.Gao Dekang, the group had become a renowned operator in P.R.China. In 2020, based on the world authoritative research institution Euromonitor statistics, Bosideng rank the No 1 brand in down coats sales globally in terms of both retail value sales and retail volumes sales.

About BOGNER

Willy Bogner GmbH & Co. KGaA, based in Munich, is an internationally successful lifestyle company and the leading provider of exclusive sports fashion, luxury sportswear and designer fashion. The company appears in over 50 countries with the BOGNER (Woman, Man, Sport, Kids) and FIRE+ICE brands as well as licenses. It has existed since 1932, is led by Heinz Hackl and Gerrit Schneider, owner is Willy Bogner represented by trustee Arndt Geiwitz.

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