



**Bosideng International Holdings Limited**

**波司登國際控股有限公司**

*(incorporated in the Cayman Islands with limited liability)*

**(Stock code: 3998)**

## **Shareholders' Communication Policy**

### **1. APPLICABLE SCOPE**

- 1.1 This shareholders' communication policy (this "Policy") is applicable to Bosideng International Holdings Limited (the "Company").
- 1.2 Investors in this Policy is intended to include the Company's potential investors and analysts reporting and analyzing the Company's performance.

### **2. PURPOSE**

- 2.1 This Policy aims to ensure that the Company's shareholders (the "Shareholders") and investors are fully, equally, and timely informed of the Company's important information, and to maintain continuous communication with Shareholders and investors, so that to enable Shareholders to exercise their rights in an informed manner and to strengthen Shareholders' and investors' confidence in the Company.

### **3. GENERAL POLICY**

- 3.1 The board of directors of the Company (the "Board") shall take a positive attitude to establish a two-way communication mechanism between the Company and the Shareholders and investors, and shall continue to maintain communication with the Shareholders and investors.
- 3.2 The main channels through which the Company conveys information to the Shareholders and investors are as follows:
  - Disclosures of the Company include financial reports (mainly refer to interim reports and annual reports), environmental, social and governance reports (the "ESG reports"), results announcements, Company announcements and circulars and other regulatory disclosure documents (the "Corporate Communications");
  - The Company's website;
  - Shareholders' meetings;
  - Communication with investment market (including but not limited to investor presentation, on-site inspections, road shows, reverse road shows, face-to-face meetings and telephone conferences with the Shareholders and investors, etc.).

3.3 The Company's communications with the Shareholders and investors shall comply with relevant laws and regulations.

#### **4. COMMUNICATION STRATEGIES**

##### **Corporate Communications**

4.1 The Company shall issue Corporate Communications to Shareholders and investors from time to time. Shareholders have the right to choose the language or method of receiving Corporate Communications.

4.2 In order to reduce the impact of printed copies on the environment, the Company encourages Shareholders to choose to access Corporate Communications electronically.

##### **Company Website**

4.3 The Company will provide the latest information of the Company to Shareholders and investors through the Company's website in a timely manner.

4.4 The information that will be published on Company's website (<https://company.bosideng.com>) mainly includes:

- The information released by the Company to The Stock Exchange of Hong Kong Limited, mainly including the Corporate Communications;
- Detailed corporate information, such as the Company's mission and vision, strategy, news and events, etc.;
- Outline, policies, issues and actions related to the Company's sustainable development; and
- Investor information, such as financial summary, presentation materials, etc.

4.5 Shareholders and investors can subscribe to the Company's news through the Company's website and receive free email alerts.

##### **Shareholders' Meetings**

4.6 The Company encourages Shareholders to participate in general meeting. If they are unable to attend, they may appoint proxies to attend and vote on their behalf.

4.7 During the general meeting, the chairman of the Company will respond to Shareholders's questions.

4.8 The Company shall monitor and regularly review the procedures of general meetings and make optimizations when necessary to ensure that they meet the needs of Shareholders.

4.9 Board members, relevant Company management, external auditors, Company lawyers and/or independent third-party consultants (if necessary) will attend the annual general meeting to answer Shareholders' questions.

## **Investment Market Communications**

- 4.10 The Company will organize different forms of activities for Shareholders and investors from time to time, including investor presentation, on-site inspections, road shows and reverse road shows, briefings or media interviews, etc., to promote the two-way communications between the Company and Shareholders and investors.
- 4.11 Directors and employees of the Company must comply with relevant laws and regulations if they contact or communicate with Shareholders, investors, media or other external parties.
- 4.12 If Shareholders and investors of the Company need to make inquiries about the Company, they can contact the Company by mail, email, telephone or fax. The contact address and contact information are as follows:

Address: Unit 5709, 57/F., The Center, 99 Queen's Road Central, Hong Kong

Email: [bosideng\\_ir@bosideng.com](mailto:bosideng_ir@bosideng.com)

Telephone: (852) 2866 6918

Fax: (852) 2866 6930

## **5. SHAREHOLDER POLICY**

- 5.1 Unless otherwise provided by laws and regulations, the Company will not disclose information without the consent of Shareholders and investors.