

For immediate release



波司登國際控股有限公司

Bosideng International Holdings Limited

Bosideng Acquires Leading PRC Mid-to-High End Ladies' Wear Brand "JESSIE"

**Further Expands Non-down Business and Optimizes Revenue Structure
"JESSIE" Expects to achieve 25% CAGR in Net Profit for Next Three Years**

(Hong Kong, 30 October 2011) 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, is pleased to announce that the wholly-owned subsidiary of the Group, Jessie International Holdings Limited, entered into an agreement on 28 October 2011, to purchase 70% shares of Talent Shine Limited and Sunny Bright Global Investments Limited ("Target Companies") for a total consideration of RMB892.5 million (subject to adjustment). One-third of the consideration will be paid in cash by the Group's internal resources, while the remaining two-thirds will be paid by the issuance of 235 million shares in the Company at the price of HK\$3.10 per share.

The Target Companies own several mid-to-high end ladies' wear brands including "JESSIE" and "Le Mauve", and provide services such as design, brand marketing and planning. For the year ended 31 December 2010, the profit after tax of Talent Shine Limited amounted to RMB54.4 million. In addition, Talent Shine International Limited will offer profit guarantee to the Group, guaranteeing CAGR in the profit after tax of more than 25% in 2012, 2013 and 2014.

"JESSIE" is a leading mid-to-high end ladies' wear brand in the PRC established in 1999, with brand position of stylish ladies' wear targeting business women aged between 28 and 45. Its product portfolio covers both business and casual styles. As at the end of September 2011, "JESSIE" owned 81 self-operated stores and 172 franchise stores. Upon completion, the Group will sell ladies' wear of the "JESSIE" brand by way of self-operated and franchised businesses, and will consider tapping the international market when suitable opportunities arise.

Looking ahead, the Target Companies will put greater effort in the expansion in the China market. It is expected that 200 new stores will be opened in the next three years, with the total number of stores reaching 400.

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Commenting on the acquisition, Mr. Gao Dekang, Chairman and CEO of Bosideng, said, "The Group's product portfolio will be further enhanced, and our non-down apparel business and revenue composition will also be strengthened through the acquisition. 'JESSIE' can also leverage the abundant resources of the Group to accelerate its business expansion. I look forward to working with the outstanding management team of 'JESSIE', to achieve our goal of becoming a world famous integrated brand operator, thus bringing maximum returns to our shareholders."



Retail outlet of "JESSIE" in Nanjin



Retail outlet of "JESSIE" in Shenzhen



"JESSIE"'s 2011 Spring/Summer and Autumn/Winter products.

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About Bosideng International Holdings Limited:

Bosideng International Holdings Limited (the "Company", together with its subsidiaries collectively referred to as the "Group") is the largest down apparel company in the PRC. As at 31 March 2011, it has 7,579 retail outlets selling down apparel under its six core brands including "Bosideng", "Snow Flying", "Kangbo", "Bengen" (previously known as "Bingjie"), "Shuangyu" and "Shangyu". Through these brands, the Group offers a wide range of down apparel products targeting various consumer segments to strengthen and expand its leading position in the PRC down apparel industry.

According to China Industrial Information Issuing Center ("CIIIC"), in terms of sales in 2010, "Bosideng", "Snow Flying", "Kangbo" and "Bengen" down apparel products achieved a combined market share[#] of 36.7% in the PRC. "Bosideng" was the leading down apparel brand in the PRC for 16 consecutive years from 1995 to 2010, according to CIIIC and the National Bureau of Statistics of China. As a leader in the PRC down apparel industry, the Group introduced, for 15 consecutive years, the latest fashionable Fall/Winter apparel trend to the world on behalf of the PRC at the "China International Clothing and Accessories Fair".

To further optimize its product mix and increase profitability, the Group has adopted a "non-seasonal product" development strategy. Currently, the non-down apparel products of the Group include "Bosideng MAN", "BOSIDENG RICCI" ladies wear, "Mogao" casual wear and "D.D. Cat" kids wear, "VETALLO" high-class menswear and the franchise project of "ROCAWEAR" in the Greater China Region. The Bosideng menswear business developed rapidly and has already set up 928 retail outlets throughout China as at 30 September 2011, while the franchise project of "ROCAWEAR" in the Greater China Region has opened seven consignment counters in major cities including Beijing, Shanghai and Hangzhou. Apart from investing in the continuous development of the above non-down apparel businesses, the Group is actively exploring opportunities to merge and acquire non-down apparel brands with high development potential and good reputation in order to further increase the proportion of non-down apparel business in total sales.

[#] Among the 30 largest down apparel brands

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