

For immediate release



波司登國際控股有限公司

Bosideng International Holdings Limited

Bosideng Obtained "Chinese Investor of the Year Award" in the British Business Awards 2012

(Hong Kong, 13 November 2012) 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 Bosideng UK Limited, a subsidiary of the Group, is being accredited the "Chinese Investor of the Year Award" in the British Business Award 2012 for its outstanding performance and innovative marketing strategy in UK. Bosideng is the first enterprise in the textile and apparel industry in the PRC receiving such accreditation.

British Business Awards was established in 2008 and organized by the British Chambers of Commerce in China. It showcases organisations and individuals who are achieving outstanding results and who demonstrate the highest level of commitment to Sino-British trade and investment relations in a variety of disciplines in China. Among the various awards, The "Chinese Investor of the Year Award" is to acknowledge those Chinese companies who have established a business in the UK and can best demonstrate strong growth, innovative strategies and market leadership. The 2012 awards were run by the British Chamber of Commerce Shanghai, and supported by the British Chambers of Commerce in China, the British Embassy and Consulate Generals in China, the UK Trade & Investment (UKTI), Confederation of British Industry, China-Britain Business Council and other key organisations and businesses.

In Oct 2012, the Group officially launched its first UK flagship store in London West End, marked the first solid move of Bosideng going international. The Group hired local experts who have in-depth understanding of the market trends and consumer demand in UK, and also pulled off strategic cooperation with well-known British designers to develop made-in-Europe menswear line, "Bosideng London collection" to cater to the local market.

Mr. Gao Dekang, Chairman and CEO of Bosideng, said, "We are very glad to be accredited with such high distinction. Bosideng is one of the few Chinese apparel brand which made the bold choice to enter the United Kingdom market, and the opening of London flagship marks an important milestone of Bosideng's development. In the future, Bosideng will strengthen its operation in the United Kingdom through optimizing the current operation model, and will consider expanding to other UK cities and European countries when the right timing comes."

-End-

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. Its top four down apparel brands, namely *Bosideng*, *Snow Flying*, *Kangbo* and *Bengen* accounted for 34.5% of the PRC down apparel market[#]. According to China Industrial Information Issuing Center and the National Bureau of Statistics of China, Bosideng has been the leading PRC down apparel brand for 17 consecutive years from 1995 to 2011.

Leveraging on its outstanding brand value and extensive sales network, the Group is actively exploring opportunities to acquire non-down apparel brands with high development potential and good reputation. Currently, key non-down apparel brands of the Group include *Bosideng MAN*, *JESSIE* ladies' wear and *Mogao* casual wear.

[#] Among the 30 largest down apparel brands

For further information, please contact:

iPR Ogilvy Ltd.

Beatrice Wong/ Karen Tse/ Charis Yau/ Callis Lau

Tel: (852) 2136 6176/ 2136 6950/ 2136 6183/ 2136 6952

Fax: (852) 3170 6606

Email: beatrice.wong@iprogilvy.com/ karen.tse@iprogilvy.com/
charis.yau@iprogilvy.com/ callis.lau@iprogilvy.com