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Corporate Presentation

2012/13 Annual Results

18 September 2013



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Financial Review



2012/13 Highlights

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Global economy faced low or declining GDP growth and competition heated up in the retail industry.

Revenue decreased due to the network consolidation as well as intensifying competition in mainland China and Taiwan.

Hong Kong market achieved record-high sales, while Singapore market experienced a drastic improvement in bottom-line and it also achieved record-high sales.

Maintained a strong financial position with net cash balance of HK\$339 million, up HK\$90 million compared to 30 June 2012.

Improvement in inventory turnover days by 7 days to 85 days.



Results Highlights

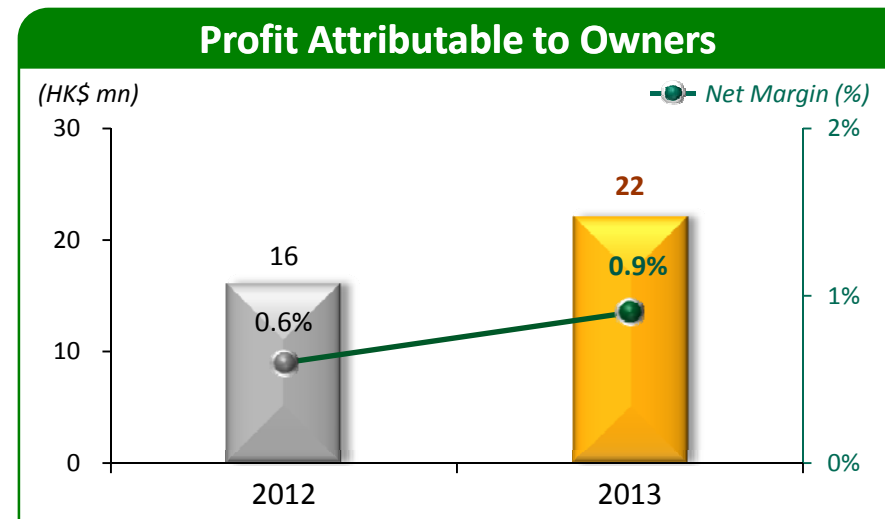
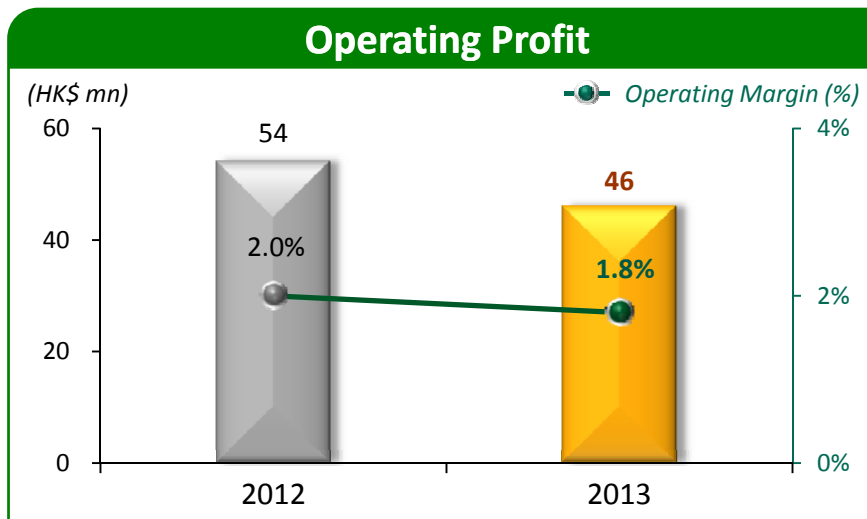
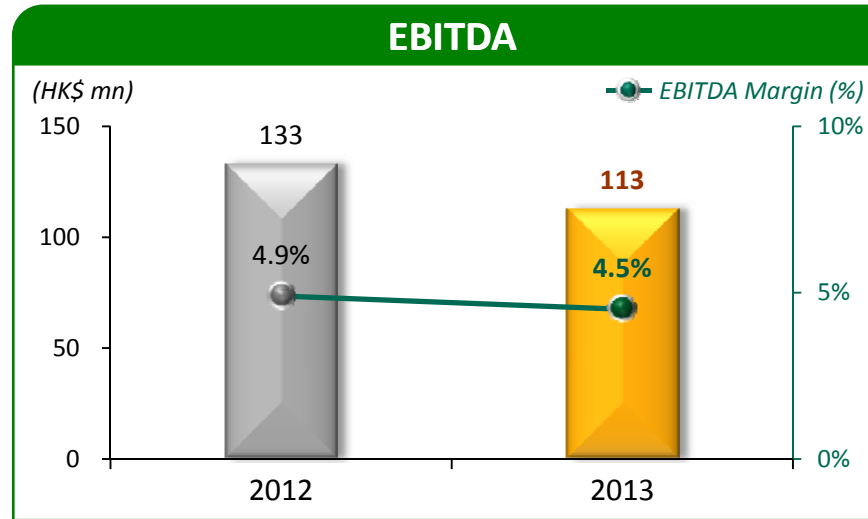
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	2013	2012	Change
(HK\$ mn)	For the year ended 30 Jun		
Revenue	2,517	2,744	-8%
Gross profit	1,199	1,294	-7%
Gross margin (%)	48	47	+1% pt
EBITDA	113	133	-15%
Operating profit	46	54	-15%
Profit for the year attributable to owners	22	16	+39%
Basic EPS (HK cents)	1.37	0.99	+38%
Dividend per share (HK cents)			
• Interim	0.63	1.10	-43%
• Special Interim	1.05	Nil	n/a
• Final	0.60	Nil	n/a
• Special Final	0.60	Nil	n/a



Profitability

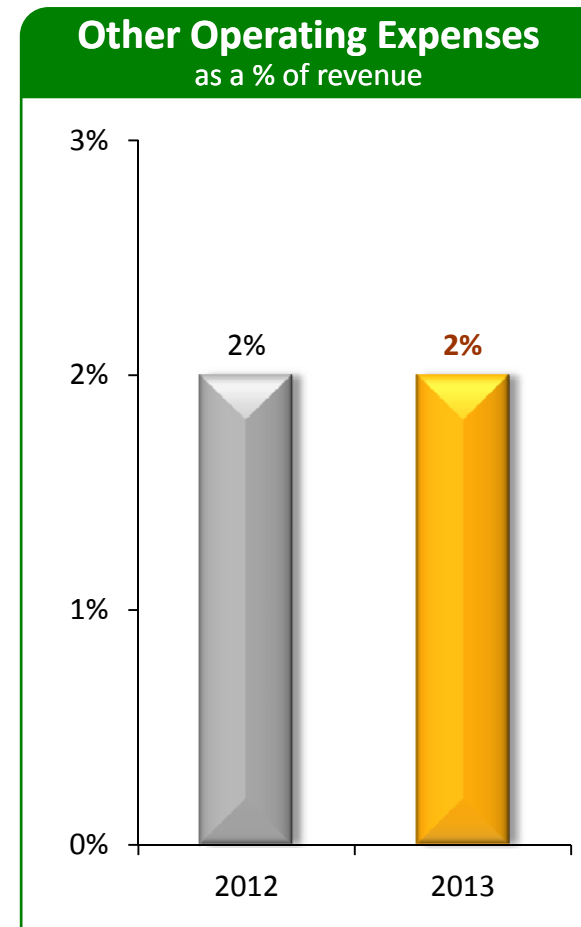
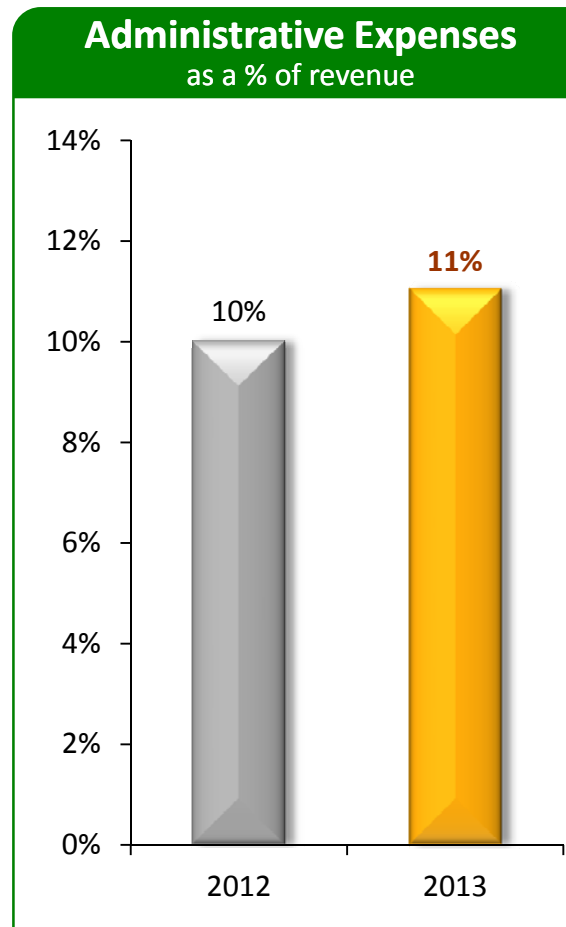
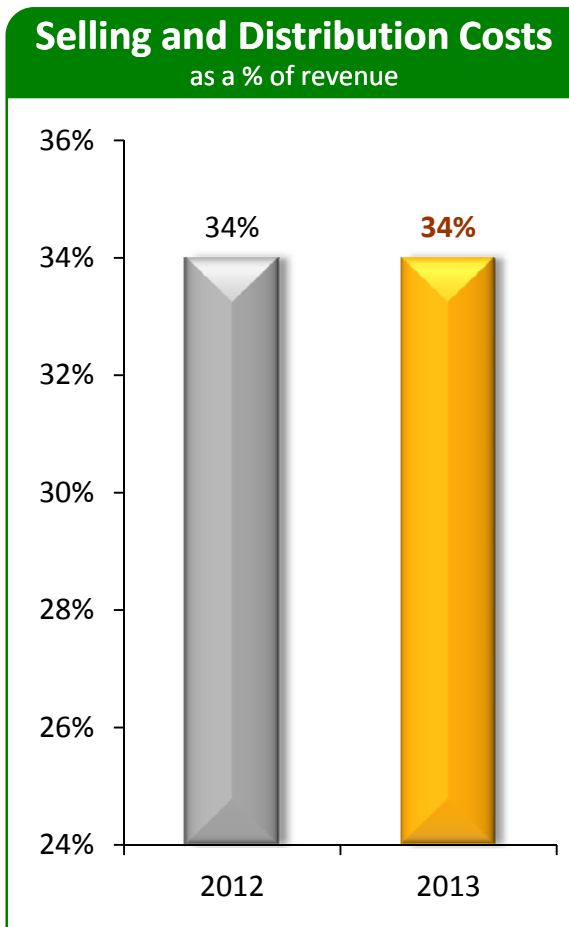
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For the year ended 30 Jun

Operating Expenses Breakdown

Total operating expenses accounted for 47% (2012: 46%) of revenue



For the year ended 30 Jun

Solid Financial Position

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	At 31 Aug 2013	At 30 Jun 2013	At 30 Jun 2012
Cash and bank balances (HK\$ mn)	433	339	274
Net cash* (HK\$ mn)	433	339	249

* Time deposits, cash and bank balances less bank borrowings

	At 30 Jun 2013	At 30 Jun 2012
Current ratio (times)	2.45	2.37
Total liabilities to equity ratio (%)	49	50
Return on equity (%)	3	2
Inventory turnover[#] (days)	85	92

[#] Inventory held at year end divided by annualised cost of sales times 365 days



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Review of Operations



Business Strategies in 2012/13

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Enhancing
the brand equity



Focusing resources to improve
efficiencies in current directly
managed stores



Expanding its export franchising
footprint pragmatically in
emerging markets such as South
Asia and Middle East



Operating Environment in 2012/13

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Global economy faced low or declining GDP growth and competition heated up in the retail industry

Mainland China experienced a deceleration in its growth rate as the economy slowed to 7.6% for the second quarter of 2013, the lowest since 2009

Operating costs in the markets were rising

Revenue Analysis

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Hong Kong

65% (57%)

Mainland China

15% (22%)

Taiwan

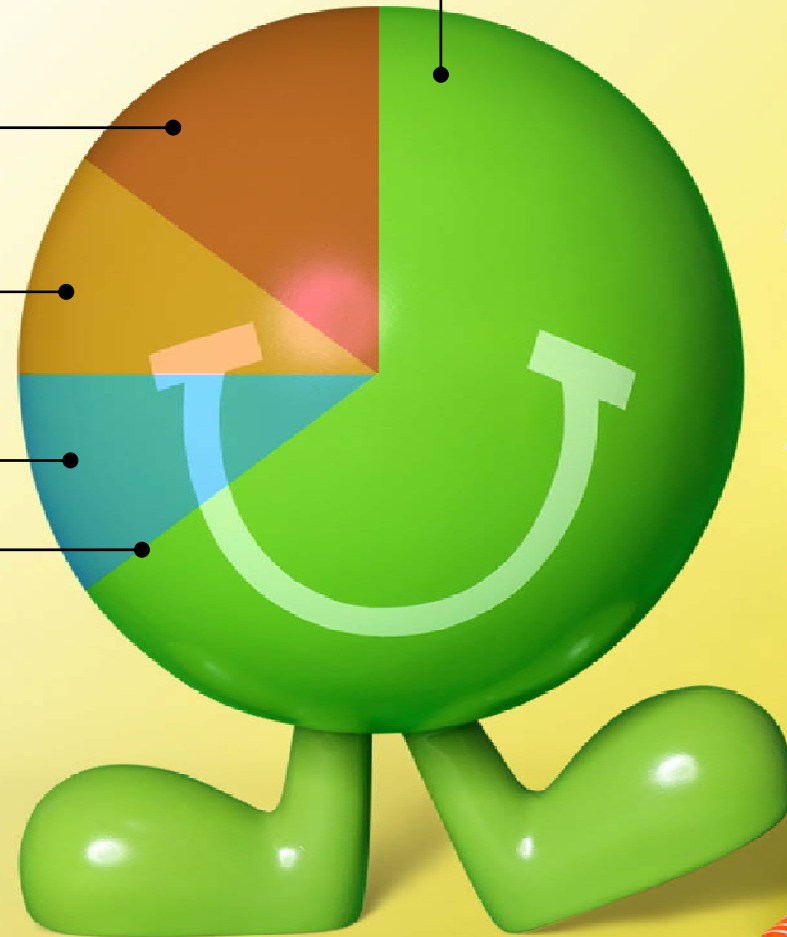
10% (11%)

Singapore

10% (9%)

Malaysia[^]

0% (1%)



Revenue by Geographical Market

For the year ended 30 Jun 2013

(Comparative figures for the year ended 30 Jun 2012 in brackets)

[^] Starting from Nov 2011, the Malaysian business was changed from directly managed to export franchising mode of operation

Retail Performance by Region

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- Overall same-store sales growth remained flat
- Singapore achieved 5% same-store sales growth and Hong Kong increased 3%

	<i>Same-store sales growth*</i>			<i>Operating margins</i>			<i>Operating profit (HK\$ mn)</i>		
	2013	2012	Change	2013	2012	Change	2013	2012	Change
	<i>For the year ended 30 Jun</i>			<i>For the year ended 30 Jun</i>			<i>For the year ended 30 Jun</i>		
Hong Kong	3%	13%	-10% pts	13%	16%	-3% pts	212	250	-15%
Mainland China	-4%	-6%	+2% pts	-30%	-26%	-4% pts	(116)	(156)	+26%
Taiwan	-17%	-7%	-10% pts	-20%	-9%	-11% pts	(50)	(28)	-79%
Singapore	5%	-6%	+11% pts	0%	-5%	+5% pts	-	(11)	+100%
Malaysia [^]	n/a	4%	n/a	n/a	-6%	n/a	-	(1)	+100%
Total	0%	4%	-4% pts	2%	2%	0% pt	46	54	-15%

* For directly managed stores only

[^] Starting from Nov 2011, the Malaysian business was changed from directly managed to export franchising mode of operation

No. of Stores by Region

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	At 30 Jun 2013	At 30 Jun 2012	Change
No. of Directly Managed Stores			
Hong Kong	41	41	0
Mainland China	144	350	-206
Taiwan	85	102	-17
Singapore	30	30	0
Sub-total	300	523	-223
No. of Franchised Stores			
Mainland China	156	248	-92
Other countries	561	543	+18
Sub-total	717	791	-74
Total	1,017	1,314	-297

International Footprint

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300
(598)

Directly managed and franchised Stores in mainland China

561
(543)

Export franchised stores

156
(173)

Directly managed stores in Hong Kong, Taiwan and Singapore

1,017
(1,314)

Stores in about 37 countries and regions



A total of 1,017 (2012: 1,314) stores with presence in 37 countries and regions

Dominican Republic

6 (5)

Venezuela 3 (2)

Slovakia 4 (0)

Czech Republic 5 (0)

Romania 6 (6)

Malta 4 (4)

Cyprus 9 (9)

Middle East* 271 (257)

Libya 3 (3)

Egypt 4 (5)

India 107 (106)

Nepal 2 (2)

Myanmar 13 (16)

Vietnam 6 (11)

Thailand 65 (67)

Cambodia 2 (2)

Singapore 30 (30)

Malaysia 18 (19)

Taiwan 85 (102)

Hong Kong 41 (41)

Philippines 4 (8)

Brunei 2 (2)

Indonesia 23 (15)

Mozambique 1 (0)

Reunion Island 1 (1)

Mongolia 2 (2)

Mainland China

Directly managed 144 (350)
Franchised 156 (248)

At 30 Jun 2013 (comparative figures at 30 Jun 2012 are shown in brackets)

* The Middle East includes Armenia, Bahrain, Iran, Iraq, Jordan, Kuwait, Lebanon, Oman, Qatar, Saudi Arabia, Syria and UAE



Marketing and Branding

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- Renowned pop star Ms. Joey Yung and Ms. Chrissie Chau served as the ambassador for the licensing programme of **WOW!! Angry Birds** and **Winnie the Pooh** respectively

- Another licensing programme was launched for **Cars**



Co-branded and Licensed Products

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Co-branded and Licensed Products

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bossini x WOW!! Angry Birds



Co-branded and Licensed Products

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bossini x Winnie the Pooh



Co-branded and Licensed Products

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bossini x Cars

The advertisement for the bossini x Cars collaboration features several key elements:

- Top Left:** The official Disney Pixar Cars logo, a red shield-shaped emblem with the word "Cars" in white script.
- Top Center:** A promotional banner with the Chinese text "bossini x 反斗車王 打造型格車手 LOOK" (bossini x The King of Crazy Cars Creating a Stylish Driver Look). It includes a photo of a young boy wearing a grey t-shirt and denim shorts, and a text box with details about the campaign.
- Top Right:** A grid of six photos showing boys modeling different pieces of the bossini x Cars clothing line, including t-shirts, shorts, and a cap. Each photo has a small caption with the item name and price.
- Bottom Left:** A collection of individual clothing items laid out, including a red t-shirt with a Lightning McQueen graphic, a yellow tank top with a "RADIO" graphic, blue denim shorts, and a white t-shirt with "RACING THE WORLD" and a car graphic.
- Bottom Right:** A photograph of a retail store display for the collaboration. It features a prominent Lightning McQueen figurine on a shelf, surrounded by stacks of t-shirts and other merchandise. The background has racing-themed graphics.

Strong Brand Recognition

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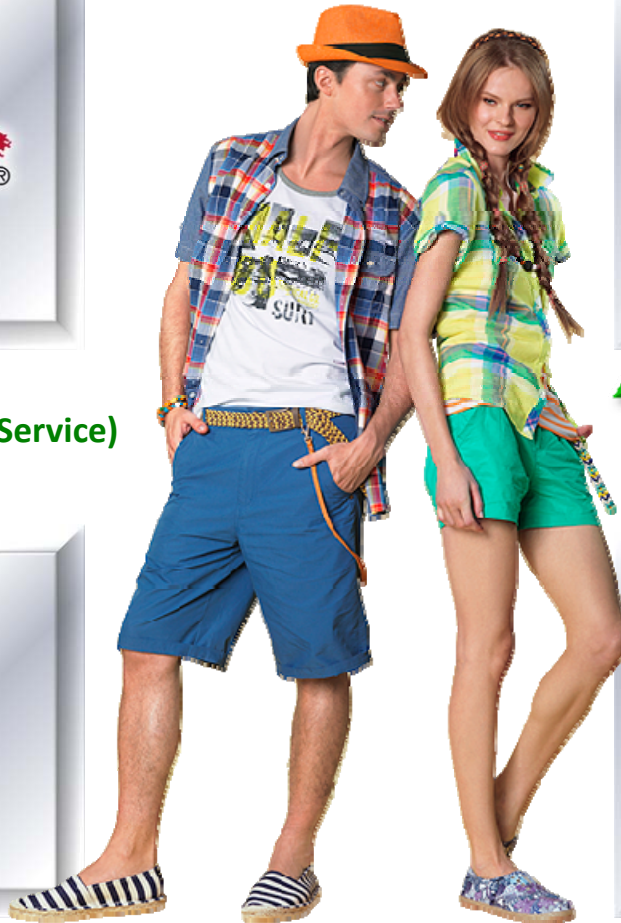
▲ Caring Company since 2004
(by Hong Kong Council of Social Service)



▲ TVB Weekly Most Popular Brand Award
2012 - The Most Popular Apparel Brand
(by TVB Weekly)



▲ Best Fashion Marketing 2012
(by The Walt Disney Company
(Asia Pacific) Limited)



▲ The 10th Global Views Excellent
Service Award
(by Taiwan Global Views Monthly)

Multi-Brand Strategy

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“bossini”



“Yb”



Capex

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For the year
ended 30 Jun 2013

(HK\$ mn)

Shop and office renovation	42
I.T. investment	18
Others	0
Total	60



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Future Plans and Strategies



Future Targets

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Our Vision

To be the most preferred everyday wear brand



Operational performance

Enhance our supply chain capabilities and in alliance with our strategic partner



Dividend payment

Strive to maintain our dividend payout ratio at 50% or higher



Growth Drivers

Continue a pragmatic expansion in export market

