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波司登國際控股有限公司  
**BOSIDENG INTERNATIONAL HOLDINGS LIMITED**

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

**(Stock Code: 3998)**

**PROFIT WARNING**

This announcement is made by the Company pursuant to Rule 13.09(1) of the Listing Rules.

The Board wishes to inform the shareholders of the Company and potential investors that the consolidated net profit of the Group for the year ending March 31, 2009 is expected to show a material decline as compared to that for the year ended March 31, 2008.

This information contained in this announcement is only based on a preliminary review by the Company's management in accordance with the management accounts and unaudited consolidated financial statements of the Group, which have not been reviewed nor audited by the Company's auditor.

**Shareholders of the Company and potential investors are advised to exercise caution when dealing in the shares of the Company.**

This announcement is made by Bosideng International Holdings Limited (the "Company" and together with its subsidiaries, the "Group") pursuant to Rule 13.09(1) of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited (the "Listing Rules").

Based on a preliminary review by the Company's management in accordance with the management accounts and unaudited consolidated financial statements of the Group (collectively, the "Management Financial Information"), the board of directors of the Company (the "Board") wishes to inform the shareholders of the Company and potential investors that the consolidated net profit of the Group for the year ending March 31, 2009 is expected to show a material decline as compared to that for the year ended March 31, 2008.

The Board considers that the expected decline in the consolidated net profit of the Group for the year ending March 31, 2009 was primarily attributable to (1) a decrease in turnover during the Group's peak sales season from October 2008 to the present date resulting from the ongoing global economic downturn and fierce competition within the down apparel industry in the People's Republic of China (the "PRC"), (2) an increase in the Group's income tax expenses arising from the payment of enterprise income tax at 50% of the applicable income tax rate by the Group's four principal operating subsidiaries in the PRC with effect from January 1, 2009 following the cessation of a two year tax-free period (which commenced January 1, 2007) enjoyed by these subsidiaries, and (3) an increase in impairment of bad and doubtful debts of the Group for the year ending March 31, 2009.

This profit warning announcement is only based on a preliminary review by the Company's management in accordance with the Management Financial Information, which has not been reviewed nor audited by the Company's auditor. The annual results of the Group for the year ending March 31, 2009 have not been finalised as at the date of this announcement. Shareholders of the Company and potential investors are advised to carefully read the annual results announcement of the Company for the year ending March 31, 2009, which will be announced in due course.

The Board is continually reviewing the Group's strategies and operations with a view to improving its future business performance. The Board considers that the overall operational and financial position of the Group remain stable, and that the Group is well positioned to improve its business performance during the next economic recovery in the PRC.

**Shareholders of the Company and potential investors are advised to exercise caution when dealing in the shares of the Company.**

By Order of the Board  
**Bosideng International Holdings Limited**  
**Mak Yun Kuen**  
*Company Secretary*

Hong Kong, February 19, 2009

*As at the date of this announcement, the executive Directors are Mr. Gao Dekang, Ms. Mei Dong, Ms. Gao Miaoqin, Dr. Kong Shengyuan, Ms. Huang Qiaolian and Ms. Wang Yunlei, the non-executive Director is Mr. Shen Jingwu, and the independent non-executive Directors are Mr. Dong Binggen, Mr. Jiang Hengjie, Mr. Wang Yao and Mr. Ngai Wai Fung.*