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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)

INSIDE INFORMATION

This announcement is made pursuant to Rule 13.09(2)(a) of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited (the “**Listing Rules**”) and the Inside Information Provisions (as defined under the Listing Rules) under Part XIVA of the Securities and Futures Ordinance (Chapter 571 of the Laws of Hong Kong).

As disclosed in the announcement of the Company dated January 8, 2016, the Company has entered into a JPY24 billion facility agreement (the “**Loan**”) with New Surplus International Investment Limited (a company ultimately controlled by Mr. Gao Dekang, the controlling shareholder of the Company) (“**New Surplus**”) and the Loan was obtained on April 8, 2016.

The Board would like to inform the shareholders and potential investors of the Company that New Surplus has initiated a preliminary discussion with the Company on the possibility of the capitalization of the Loan. As of the date of this announcement, the Company has not entered into any legally binding agreement or contract for the aforesaid proposal. If the Company enters into any agreement or contract for such proposal, the Company will make announcement in compliance with the relevant requirements of the Listing Rules as and when appropriate.

Shareholders 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
Gao Dekang
Chairman

Hong Kong, August 1, 2016

As at the date of this announcement, the executive Directors of the Company are Mr. Gao Dekang, Ms. Mei Dong, Ms. Gao Miaoqin, Ms. Huang Qiaolian, Mr. Mak Yun Kuen and Mr. Rui Jinsong; and the independent non-executive Directors are Mr. Dong Binggen, Mr. Wang Yao, Dr. Ngai Wai Fung and Mr. Lian Jie.