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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)

**VOLUNTARY ANNOUNCEMENT
ACCUMULATED ONLINE OPERATING PERFORMANCE OF BRANDED
DOWN APPAREL AS OF “DOUBLE 11” DURING FY2021/22**

This announcement is made by the board (the “**Board**”) of directors (the “**Directors**”) of Bosideng International Holdings Limited (the “**Company**”, together with its subsidiaries, the “**Group**”) on a voluntary basis to provide the shareholders and potential investors of the Company with the accumulated online operating performance of the Group’s branded down apparel business as of “Double 11” during FY2021/22 (the “**Financial Year**”).

During the Financial Year, the Group firmly upheld its overall strategic position of “focusing on principal business and the key brand”, maintained the focus on its core down apparel business, launched the new three-year strategy of “A World Leading Expert in Down Apparel” for the *Bosideng* brand, adhered to the development model of “Brand Leadership” and continued to exert its efforts throughout its system including “brand, channel, product, retail and supply chain”. With respect to the online operation, to cope with the changes of the times, the Group transformed from a “platform mindset” to a “brand mindset” and “user mindset”, and the Group’s sales on major e-commerce platforms showed a stable and high-quality growth trend by connecting omni-channel data through the data middle office and carrying out in-depth consumer research and precision marketing.

**ONLINE RETAIL SALES PERFORMANCE OF BRANDED DOWN APPAREL AS OF
“DOUBLE 11” DURING THE FINANCIAL YEAR**

In the “Double 11” event during the Financial Year, the online retail sales of the branded down apparel business recorded growth exceeding approximately 50% as compared with the same period of FY2020/21. Among which, the online retail sales of *Bosideng*, the core brand under the branded down apparel business, recorded growth exceeding approximately 45% as compared with the same period of FY2020/21.

In the “Double 11” event during the Financial Year, *Bosideng* continued to rank second in the apparel industry and first among the domestic apparel brands in Tmall’s apparel brand sales ranking, respectively.

ACCUMULATED ONLINE RETAIL SALES PERFORMANCE OF BRANDED DOWN APPAREL BUSINESS AS OF “DOUBLE 11” DURING THE FINANCIAL YEAR

As of November 11, 2021 during the Financial Year, the accumulated online retail sales of the branded down apparel business recorded growth exceeding approximately 50% as compared with the same period of FY2020/21. Among which, the accumulated online retail sales of *Bosideng*, the core brand under the branded down apparel business, recorded growth exceeding approximately 40% as compared with the same period of FY2020/21.

The retail sales performance data do not directly constitute, represent or indicate the overall situation of the Group’s revenue or financial performance. This announcement is made based on the Board’s preliminary review of the draft unaudited operational data of the Group and the information currently available to the Board, and is not based on any data and information which have been audited or reviewed by the Group’s auditors. The information contained in this announcement may be subject to change or adjustment. Shareholders and potential investors of the Company are advised to exercise caution when dealing in the Company’s securities.

By order of the Board
Bosideng International Holdings Limited
Gao Dekang
Chairman

Hong Kong, November 12, 2021

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