



## Surprising You with Unique Happiness!

Dear Friends,

Thank you for your great support in the first half of 2016! This year, bossini continues to focus on promoting and reinforcing our **“be happy”** core brand value. Amazing creative elements have been adopted not only in new shop renovations, but also in various licensed programs, receiving enthusiastic response from our customers, partners and stakeholders. Let’s look forward to more exciting moments ahead!

### Happy Customer Experience!

Creating **happy shopping experience** for customers is always one of our key competitive strategies. A brand new tailored creative concept, with an amazing blend of nostalgic and green ambience has been adopted at our strategic store at the Hong Kong International Airport departure concourse. Signature Hong Kong icons such as tram and ferry were incorporated into the design, bringing new excitement to tourists from countries around the world.

We have also opened a new shop in Wong Tai Sin, offering a unique happy shopping experience in different districts.

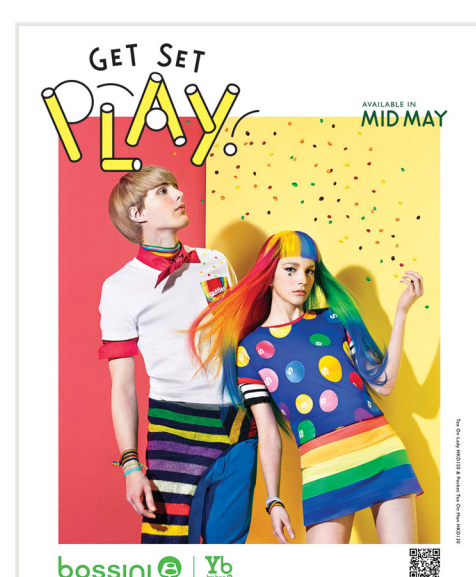


### Happy Force with STAR WARS!

Leveraging the STAR WARS fever last winter, we have launched the **bossini x STAR WARS Collection** and created another successful talk-of-the-town with integrated marketing strategies. Special photo-taking opportunities with Stormtrooper figurines, STAR WARS popcorn, vending machines with limited edition gifts were made available at selected shops. These endeavors have not only attracted the stylish trend-setters in town, but also further enhanced the entire shopping experience for our customers.

### Happy First Moment with Sanrio!

We collaborated with **Sanrio** for the first time in March, featuring the adorable characters including Hello Kitty, My Melody, Little Twins Stars, XO, Kerokerokeroppi and the popular character – Gudetama. The guerrilla marketing strategy was a proven success for this campaign. A tailor-decorated truck travelled across the town, spreading the sweet happiness to every corner in Hong Kong.

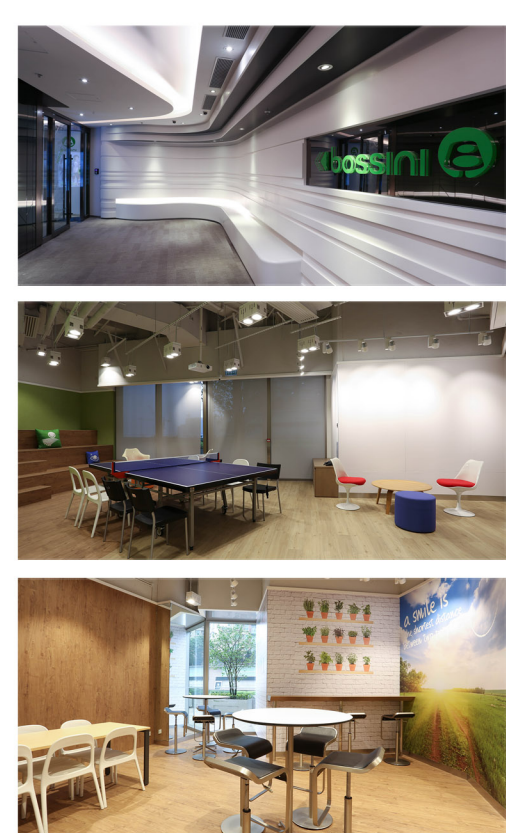


### Happy YB x Skittles & Doublemint!

**Yb by bossini**, our youth line, debuts its first-ever happy cross over with candy-lovers’ favorite **Skittles & Doublemint**. Fashion bloggers were keen to mix & match this stylish collection and posted snapshots on various social media channels. Happy excitement and viral marketing effect were maximized online. Happy street promotions with giant rainbow map games aroused happy awareness among youngsters.

### Happy Adventures with Dory!

We are very excited to launch another collection with the long-awaited Pixar movie **“Finding Dory”**! In celebration of the glorious return of “Finding Nemo” after 13 years, a collaboration designed with children’s favorite movie stars Dory, Nemo and other adorable sea creatures have been promoted in this summer. A record-breaking interactive rate has been achieved online in response to our creative Facebook games. Limited edition Dory gift sets were sent to celebrities and bloggers, generating many happy “likes” and “shares” across different social media channels.



### Happy Workplace!

Working here in bossini, we are always very proud to have this delightful working environment. Incorporated in our office, the brand values and corporate culture elements help to stimulate minds and inspire innovation. **Be Happy Room**, designed with a table tennis table, darts, card games etc., is always known as the happiest learning and leisure place where employees can take a short break and relax a bit in their busy days. **EBA Area**, alongside the big windows and an access to the podium garden, is a casual meeting area for creative brainstorming and informal meetings. **bossini Library** creates another social area for employees to enjoy an open and casual learning atmosphere. All these people-oriented designs allow ourselves to live out our brand value “Be Happy” every workday!

### Happy Recognitions!

We are proud to have received recognition for our market position, including **The Top 10 eCommerce Website Award for two consecutive years in 2015 and 2016** by GS1 Hong Kong & Retail Asia Expo, **PR Awards 2015 - Bronze award (Best PR Campaign - Lifestyle)** by Marketing Interactive, and **The Best Retailer of The Year - Disney Consumer Products Hong Kong 2015** by The Walt Disney Co., (Asia Pacific) Ltd. We shall continue to strive for excellence in coming years!

