

Hong Kong Exchanges and Clearing Limited and The Stock Exchange of Hong Kong Limited take no responsibility for the contents of this announcement, make no representation as to its accuracy or completeness and expressly disclaim any liability whatsoever for any loss howsoever arising from or in reliance upon the whole or any part of the contents of this announcement.



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)

RETAIL SALES PERFORMANCE UPDATE OF BRANDED DOWN APPAREL FOR THE FIRST NINE MONTHS OF FY2018/19

This announcement is made by the board of directors (the “**Board**”) of Bosideng International Holdings Limited (the “**Company**”, together with its subsidiaries, the “**Group**”) on a voluntary basis to provide a recent retail sales performance update of the branded down apparel business of the Group.

In FY2018/19, the Group began to implement its overall strategy of focusing on its principal business and key brands while implementing de-diversification. The Group continued to strengthen its quality upgrading for products as well as innovation in fashion and functionality in its branded down apparel business, and rolled out a comprehensive upgrade of the channels, brand image and retail operations for its branded down apparel business at the same time, resulting in its branded down apparel business achieving stable growth.

Retail Sales Performance of Branded Down Apparel Under *Bosideng* for the First Nine Months of FY2018/19

During the first nine months of FY2018/19, the accumulated retail sales of the down apparel products under the core brand – *Bosideng* increased by more than 30% as compared to the same period of FY2017/18.

Retail Sales Performance of Branded Down Apparel Under Other Brands for the First Nine Months of FY2018/19

During the first nine months of FY2018/19, the accumulated retail sales of down apparel products under other brands increased by more than 20% as compared to the same period of FY2017/18.

The retail sales performance data do not constitute, represent or indicate the full picture of the Group's revenue or financial performance directly. This announcement is 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 it is not based on any figures and information which have been audited or reviewed by the Group's auditors. The information contained in this announcement may be subject to change and adjustment. Shareholders of the Company and potential investors 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, January 8, 2019

As at the date of this announcement, the executive Directors are Mr. Gao Dekang, Ms. Mei Dong, Ms. Huang Qiaolian, Mr. Mak Yun Kuen, 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.