

*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)**

## **POSITIVE PROFIT ALERT**

This announcement is made by Bosideng International Holdings Limited (the “**Company**”, together with its subsidiaries, the “**Group**”) pursuant to Rule 13.09 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) (the “**SFO**”).

After a preliminary review of the unaudited consolidated management accounts of the Group for the year ended March 31, 2021 (“**FY2020/2021**”), the board of directors (the “**Board**”) of the Company wishes to inform the shareholders and potential investors of the Company that the Company expects to record a growth of approximately 10%-15% in revenue and approximately 40% in profit attributable to equity shareholders, respectively for FY2020/2021 as compared to the same period in the year ended March 31, 2020.

The Board believes that such growth is mainly attributable to the following reasons:

During FY2020/2021, the Group actively responded to the challenges and adverse impact imposed by the pandemic by firmly adhering to the strategic goal of “focusing on principal business and key brands” and the development model of brand leadership. Guided by the leading design concepts of “function + fashion”, the Group continued to improve its product quality, fashion design and technological functions. Adhering to the “consumer-centric” approach to promote the Company’s digital transformation, and through the building of new retail capabilities and product integration capabilities, the Company has been able to continuously and comprehensively upgrade its brand image, channel building, product innovation, supply chain management and e-commerce operations. The branded down apparel business of the Group achieved a sustainable and steady growth as compared to the corresponding period of last year. Other business segments such as OEM management business and ladieswear business also witnessed a steady recovery from the impact of the epidemic and maintained stable operations. At the same time, due to the outstanding effect of brand upgrades in the branded down apparel business segment plus the ideal cost control effect, the Group’s gross profit margin is expected to have room for further improvement of approximately 3 percentage points.

The information contained in this announcement is only based on the Company’s preliminary estimate of the unaudited consolidated management accounts of the Group for FY2020/2021, which have not been reviewed or audited by the Company’s auditor. Shareholders and potential investors of the Company are advised to pay attention to the annual results announcement of the Company for FY2020/2021 which is expected to be published by the end of June 2021.

**Shareholders and potential investors of the Company 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, April 9, 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.*