



ABOUT BOSIDENG | COMPANY PROFILE

Bosideng International Holdings Limited (the "Company", together with its subsidiaries, the "Group") is a renowned operator in the People's Republic of China (the "PRC") with down apparel brands. Founded in 1976, the Group commenced its operation in extremely difficult conditions under the leadership of eleven rural workers, including Mr. Gao Dekang, with 8 domestic sewing machines.

With a focus on down apparel business, the Group has developed into an expert in down apparel which has been widely recognized by the consumers and a leader in the development of the industry. Currently, the Group's apparel brands include "Bosideng", "Snow Flying", "Bengen", etc. These brands have been supporting the Group in meeting the needs of different groups of customers and enhancing its position as a leader in the PRC market. Among them, the down apparel business under the Bosideng brand maintained a significant lead in the industry for consecutive 24 years (1995 -2018) in terms of sales in the PRC.

Currently, the Group's non-down apparel brands include JESSIE ladieswear, BUOU BUOU ladieswear, KOREANO ladieswear, KLOVA ladieswear; and the school uniform brand includes Sameite school uniform.

The Group has been proactively implementing its strategies of brand development, which brought it a number of honours, including "China's World Famous Brand" (中國世界名牌產品) and "Leading Textile Clothing Brand in China" (中國紡織服裝領軍品牌). Looking forward, the Group will maintain the focus on its core down apparel business, upgrade its products and channels under the strategies of brand development and strive for the goal of becoming the most respected multi-functional apparel group in the world.

