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hosa

HOSA INTERNATIONAL LIMITED

浩沙國際有限公司

(incorporated in the Cayman Islands with limited liability)

(Stock Code: 02200)

VOLUNTARY ANNOUNCEMENT

STRATEGIC COOPERATION WITH ALISPORTS

The Board is pleased to announce that on 8 May 2018, Hosa International Limited (the “**Company**” together with its subsidiaries collectively as the “**Group**”) have hosted a joint press conference in Beijing with Alibaba Sports Group. The Group and Alisports will commence comprehensive and intensive strategic cooperation throughout China in integration of online and offline businesses, apparel industry, sports services and big data, etc. Both parties will cooperate to create an innovative model for the entire industrial chain of sports services.

Alibaba Sports Group (“**Alisports**”), established on 8 September 2015 in Shanghai, is controlled by Alibaba group. Alisports adheres to Alibaba’s inclusive value to make sports simpler and make the future lives healthier and happier. Everyone can make his or her dream as an athlete come true. Alisports aims to create and develop industry chain of sports through the idea of digital economy, creating a base platform for the sports economy in China.

After the corporation between the Group and Alisports, Alisports' online platform will fully support the E-Commerce of the Group. The Group's sale network throughout China will become the offline locations for Alisports' promotion of sports new retail. Alisports' online users can go offline and experience professional services and products of the Group. On the other hand, the Group's online sales channels will be expanded, while the integration and mutual cooperation of online and offline services will be better realized after the in-depth collaboration between both parties. Meanwhile, Hosa will share its member system and consumption data with the platform operated by Alisports. Alisports relies on Ali platforms such as Alipay and owns "sports accounts" servicing products. It can convert the users' walking steps into Alipay's "Calorie Coins", and exchanges or offers discounts to purchase the Group's sports-related products.

The Group will also jointly develop sports training courses related products that comply with international standard with Alisports and promote them at the Group's offline sales network to enhance users' experience and awareness of sports products.

Based on the influence in the field of water sports, the Groups has committed to a series of close cooperation with Fédération Internationale de Natation Association, Chinese Swimming Association and other swimming associations, as well as naming and sponsoring various swimming competitions in recent years. By integrating Alisports' experience in the marketing of different kinds of sports events, professionalism and media platform advantage, both parties will perform in-depth cooperation on various sports events marketing and localization, which will promote great enhancement on the branding of sports and health products of the Group.

Moreover, both parties will also jointly explore and operate relevant services and products at various smart sports cities.

The strategic cooperation between the Group and Alisports is regarded as alliance between giants. The Company has unique advantages in the scale of offline sale network as well as sports and health business, while Alisports possesses enormous online resources. Through the in-depth cooperation with Alisports, the Group hopes to pioneer a new cooperation model between traditional entities and online enterprises in the scope of sports and health.

By order of the Board
Hosa International Limited
Shi Hongliu
Chairman

Hong Kong, 8 May 2018

As at the date of this announcement, the executive directors are Mr. Shi Hongliu, Mr. Shi Hongyan, Mr. Shi Zhixiong and Mr. Lui Wai Ming, and the independent non-executive directors are Ms. Yau Chi Ming, Mr. Yao Ge and Mr. He Wenyi.