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Cosmo Lady (China) Holdings Company Limited

都市麗人(中國)控股有限公司

(Incorporated in the Cayman Islands with limited liability)

(Stock code: 2298)

VOLUNTARY ANNOUNCEMENT FRAMEWORK COOPERATION AGREEMENT

This is a voluntary announcement made by the Company for the purpose of keeping the Shareholders and potential investors of the Company informed of the latest business development of the Group.

THE FRAMEWORK COOPERATION AGREEMENT

The Board is pleased to announce that, on 17 August 2018, Guangdong Cosmo Lady entered into the Cooperation Agreement with Tencent pursuant to which the parties intend to utilise each of their respective strengths to jointly advance the integration of online and offline sales capabilities to develop a new smart retail business of the Group.

The Group will leverage on its retail stores, e-commerce business, business resources, media resources, functional departments, etc. and other possible channel resources to cooperate with Tencent.

Tencent will utilise its public platform on WeChat, WeChat payment services and other core products and services, product resources, leading services, etc. provided by itself and its associated companies to cooperate with the Group.

Tencent and the Company expect that the joint cooperation under the Cooperation Agreement would include developments such as:

- (a) the use of mobile applications for consumers to scan product codes to view product information and the related comments from other consumers while in-store;
- (b) development of an electronic fitting basket whereby customers can scan product codes in-store and products will be made available directly at the fitting room;

“Company”	Cosmo Lady (China) Holdings Company Limited, a company incorporated in the Cayman Islands with limited liability and its shares listed on the Main Board of the Stock Exchange (stock code: 2298)
“connected person(s)”	has the meaning ascribed to it under the Listing Rules
“Cooperation Agreement”	the framework cooperation agreement entered into between Cosmo Lady and Tencent on 17 August 2018
“Guangdong Cosmo Lady”	廣東都市麗人實業有限公司 (Cosmo Lady Guangdong Holdings Limited*), a company incorporated in the PRC with limited liability wholly-owned subsidiary of the Company
“Directors”	the directors of the Company
“Group”	the Company and its subsidiaries
“independent third parties”	has the meaning ascribed to it under the Listing Rules
“Listing Rules”	the Rules Governing the Listing of Securities on the Stock Exchange
“PRC”	the People’s Republic of China, excluding Hong Kong, the Macau Special Administration Region of the People’s Republic of China and Taiwan
“Shareholders”	the shareholders of the Company
“Stock Exchange”	The Stock Exchange of Hong Kong Limited
“Tencent”	財付通支付科技有限公司 (Tenpay Technology Co., Ltd. *), a company incorporated in the PRC with limited liability wholly-owned by Tencent Holdings Limited

** Denotes an English translation of a Chinese name and is provided for identification purpose only.*

By Order of the Board
Cosmo Lady (China) Holdings Company Limited
Zheng Yaonan
Chairman

Hong Kong, 17 August 2018

As at the date of this announcement, the Board comprises Mr. Zheng Yaonan, Mr. Zhang Shengfeng, Mr. Lin Zonghong, Mr. Cheng Zuming and Ms. Wu Xiaoli as executive directors of the Company; Mr. Wen Baoma, Mr. Yang Weiqiang and Mr. Hu Shengli as non-executive directors of the Company; and Mr. Yau Chi Ming, Dr. Dai Yiyi, Mr. Chen Zhigang and Dr. Lu Hong Te as independent non-executive directors of the Company.