

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.



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 STRATEGIC ALLIANCE COOPERATION AGREEMENTS

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 developments of the Group.

STRATEGIC ALLIANCE COOPERATION AGREEMENTS

The Board is pleased to announce that, on 16 December 2021, a wholly-owned subsidiary of the Company has entered into the Strategic Alliance Cooperation Agreements with each of the Target Suppliers. Under the Strategic Alliance Cooperation Agreements, the said subsidiary of the Company shall form the Strategic Alliance with the Target Suppliers.

The Company envision the following synergies under the Strategic Alliance:

1. At the early stages of product development, members of the Strategic Alliance will share information, engage in extensive integration and joint exploration in terms of product merchandising, new materials research and development, fashion trend and product design, so as to upgrade product development capabilities and market competitiveness of the Group and the Target Suppliers, and lowering the overall costs of product development of the Group;
2. In terms of supply chain management, members of the Strategic Alliance, in particular on improvement of productivity, synergies between production and sales, assignment of orders, just-in-time manufacturing, will seek to unify standards, proactively build synergies and prioritise procurement, in order to enhance cost-effectiveness and reduce the overall product procurement costs of the Group;
3. On capital management, the Group plans to make in-depth strategic equity investments in the Target Suppliers in the future on a priority basis, and strive to incubate an excellent batch of companies with strong development capabilities, efficient and high productivity that are capable of counteracting market risks, thereby upgrading the supply chain management edge and core competitiveness of the Group; and

“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
“Director(s)”	the director(s) of the Company
“Group”	the Company and its subsidiaries
“Hong Kong”	The Hong Kong Special Administrative Region of the PRC
“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, as amended or supplemented from time to time
“PRC”	the People’s Republic of China, excluding Hong Kong, the Macau Special Administration Region of the People’s Republic of China and Taiwan
“RMB”	Renminbi, the lawful currency of the PRC
“Share(s)”	share(s) of US\$0.01 each in the capital of the Company
“Shareholder(s)”	holder(s) of the Shares
“Stock Exchange”	The Stock Exchange of Hong Kong Limited
“Strategic Alliance”	the alliance to be formed between the Company and the Target Suppliers under the Strategic Alliance Cooperation Agreements
“Strategic Alliance Cooperation Agreements”	the Strategic Alliance Cooperation Agreements entered into among the Company and each of the Target Suppliers dated 16 December 2021
“Target Suppliers”	suppliers of the Group who are independent third parties

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

Hong Kong, 16 December 2021

As at the date of this announcement, the Board comprises Mr. Zheng Yaonan, Mr. Zhang Shengfeng and Ms. Wu Xiaoli as executive Directors; Mr. Lin Zonghong, Mr. Wen Baoma, Mr. Jiang Bo and Mr. Zhao Yingming as non-executive Directors; and Mr. Yau Chi Ming, Dr. Dai Yiyi, Mr. Chen Zhigang and Dr. Lu Hong Te as independent non-executive Directors.