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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)

**VOLUNTARY ANNOUNCEMENT
PLACING OF EXISTING SHARES OF THE COMPANY
BY CONTROLLING SHAREHOLDER**

This announcement is made by Bosideng International Holdings Limited (the “**Company**”, together with its subsidiaries, the “**Group**”) on a voluntary basis.

PLACING OF EXISTING SHARES

On July 3, 2024 (before trading hours), New Surplus International Investment Limited (the “**Seller**”), which is indirectly wholly owned by a trust established by Mr. Gao Dekang (“**Mr. Gao**”), the founder, chairman of the Board and a controlling shareholder of the Group, informed the Company that it has entered into a block trade agreement (the “**Block Trade Agreement**”) with J.P. Morgan Securities (Asia Pacific) Limited (the “**Placing Agent**”), pursuant to which, the Placing Agent has agreed to place 400,000,000 existing shares of the Company with a nominal value of USD0.00001 each held by the Seller (the “**Sale Shares**”) at a price of HKD4.31 per share to the buyers which are independent of the Company (the “**Placing**”). The Sale Shares represent approximately 3.64% of the total issued shares of the Company as of the date of this announcement.

Completion of the Placing is currently expected to take place on July 5, 2024, subject to the satisfaction of the conditions as set out in the Block Trade Agreement.

Information about the Seller

The Seller is a company incorporated in the British Virgin Islands. As of the date of this announcement and prior to completion of the Placing, the Seller held 1,714,862,385 shares of the Company, representing approximately 15.60% of the total issued shares of the Company. Assuming the Placing will be completed as contemplated, the shareholding held by the Seller in the Company will reduce to approximately 11.96% of the total issued shares of the Company and Mr. Gao will continue to be a controlling shareholder of the Company.

Changes in the Company's shareholding

Assuming that (i) the Placing will be completed as expected and (ii) there is no other change in the total number of issued shares of the Company from the date of this announcement until completion of the Placing, (i) as at the date of this announcement; and (ii) immediately after completion of the Placing, the respective shares of the Company held by the controlling shareholders of the Company (including the Seller, Mr. Gao/Ms. Mei Dong, Kong Bo Development Limited, Kong Bo Investment Limited, Honway Enterprises Limited and Blooming Sky Ventures Limited) and other shareholders of the Company are as follows:

Shareholders	As at the date of this announcement		Immediately after completion of the Placing	
	No. of shares held	Approximate percentage of the total issued shares of the Company	No. of shares held	Approximate percentage of the total issued shares of the Company
The Seller (Note 1)	1,714,862,385	15.60%	1,314,862,385	11.96%
Kong Bo Investment Limited (Note 1)	2,836,311,202	25.80%	2,836,311,202	25.80%
Kong Bo Development Limited (Note 2)	262,479,999	2.39%	262,479,999	2.39%
Honway Enterprises Limited (Note 1)	611,656,857	5.56%	611,656,857	5.56%
Ms. Mei Dong (Note 3)	2,763,697	0.03%	2,763,697	0.03%
Blooming Sky Ventures Limited (Note 1)	2,000,000,000	18.19%	2,000,000,000	18.19%
Other shareholders of the Company	3,566,289,245	32.43%	3,966,289,245	36.07%
Total	10,994,363,385	100.00%	10,994,363,385	100.00%

Notes:

- 1: The Seller, Kong Bo Investment Limited, Honway Enterprises Limited and Blooming Sky Ventures Limited are all indirectly wholly owned by trusts, which are discretionary trusts established by Mr. Gao with the beneficiaries being Mr. Gao's family members.
- 2: Kong Bo Development Limited is ultimately beneficially owned by Mr. Gao.
- 3: Ms. Mei Dong is the spouse of Mr. Gao.

The board (the “**Board**”) of directors (the “**Directors**”) of the Company expects that the Placing will not have any material impact on its day-to-day operations or other changes to key management personnel of the Group.

Undertaking

Pursuant to the Block Trade Agreement, the Seller has undertaken not to dispose of any shares of the Company which are owned by the Seller as at the date of the Block Trade Agreement during the period beginning on the date of the Block Trade Agreement and ending on the date which is 365 days after the completion of the Placing.

Reasons of the Placing and use of proceeds by the Seller

The main reason for the Seller to carry out the Placing is to optimize the shareholder structure of the Company, release market liquidity for the Company's shares and attract more high-quality domestic and foreign investors. The proceeds from the Placing will be used for capital needs and development of charity work of the Seller.

By order of the Board
Bosideng International Holdings Limited
Gao Dekang
Chairman

Hong Kong, July 3, 2024

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.