

**For Immediate Release**



**Bosideng Adheres to “Sustainable Fashion” Concept  
and Promotes Sustainable and Better Future for the Industry  
Bosideng’s MSCI ESG Rating of “A” Maintained,  
Leading The Highest in China’s Textile and Apparel Industry**

**(January 23, 2024 – Hong Kong) – Bosideng International Holdings Limited** (“Bosideng” or the “Company”, stock code: 3998, which together with its subsidiaries is referred to as the “Group”), the largest down apparel company in China, has responded to important national development strategies such as high-quality development, common prosperity and "dual carbon" goals by committing itself to integrating ESG concepts into its business operation and management, creating a sustainable industrial ecosystem, and attaining the goal of high-quality development.

As the world's leading down apparel expert, Bosideng shoulders the corporate social responsibility as China’s national brand and leader in innovation. In the financial year of 2023, the Group initiated the "sustainable fashion" concept that, in the process of creating and using fashion products, enterprises should take into account the environmental, social and economic values, minimize the negative impacts on the environment and the society during the whole life cycle of the products, extend the concept of sustainability to the entire value chain, and promote a sustainable and better future together for the entire fashion industry.

Bosideng has made energy saving, carbon reduction and green development an important part of its corporate strategy and practises the "sustainable fashion" concept as the industry’s role model and leader by pressing ahead with the transition of the industry and the enterprise to green and low-carbon development. Firstly, in order to maintain and ensure high standards of corporate governance, the Group has set up an industry-leading ESG system by incorporating ESG rating standards into its development strategy and daily operations, and continuously improving and standardizing its corporate governance mechanism. The Group has conducted research on important ESG issues with nearly 1,000 stakeholders, proactively benchmarking its ESG management and operations against the 17 United Nations Sustainable Development Goals (SDGs), and has formulated action plans in four areas, namely ESG management, people positive, product positive, and nature positive. It has been improving its systematic management and fulfilling its promises through its creativity and innovation.

The Group always puts people first by providing opportunities for decent work for mutual benefit of both the employees and the company. From the internal Group to the supply chain and society, the Group supports and promotes healthy lifestyles by providing decent work, fostering diversity, and promoting inclusiveness in its business operation so as to facilitate mutually beneficial development for the employees, the enterprise and society. The Group has established a fair career development system that helps its employees attain their career goals through the management and

professional career routes. In 2023, the Group's employees received more than 260,000 hours of training in total, and the proportion of women at the management level was above 49.0%, representing an increase of 3.2 percentage points from that in 2022. In addition, the Group remained committed to its brand's mission of warming and spared no effort to support the fight against epidemics, warming people's hearts in the community and giving back to society. It donated more than RMB1.2 billion cumulatively, benefiting 1,192,000 people and thus demonstrating its role as a leading enterprise in promoting common prosperity.

Dedicated to pioneering product innovation, the Group has made efforts in selecting materials, research and development and innovation to cater consumers' demand for trendiness and diversity with precision, thus forging ahead with innovation and raising efficiency. The Group has successfully developed a new generation of lightweight down apparel, which enhances the suitability of down apparel for multiple purposes. The Group has also developed the Puff series of recyclable lightweight down jacket, which contributes to the recycling economy and green consumption. As of September 30, 2023, the number of the Group's patents accumulated to a total of 746 (including inventions, utility models and design patents). A number of the Group's products have won international awards such as ISPO, Red Dot Design and the Golden Novum Design Award, etc. In the financial year of 2023, the Group's product return rate was reduced to less than 0.08%, and that rate was decreased to 0.035% for its high-end products.

To cope with global climate change, the Group takes action on all fronts and firmly remains committed to green and low-carbon development. The Group has embarked on its journey to net zero emissions in three directions: 1) improving energy efficiency in its operations and supply chain, 2) increasing the use of electricity from renewable energy in its operations, and 3) using more environmentally friendly fabrics in its products so as to minimize the negative impacts on the environment and society during the entire life cycle of its products, and extending the concept of sustainability to the entire value chain so as to contribute to the sustainability of the whole industry. In the financial year of 2023, 100% of the down used by the Group were certified by the Responsible Down Standard (RDS), 70% were certified by OEKO-TEX® for eco-textiles, and 48% were certified by bluesign®. The Group has also been actively building low-carbon stores, and has successfully opened its first global experience store in Shanghai that adopts the intelligent store service system, whose intelligent lighting control, intelligent sound control and eco-friendly recycling services can effectively reduce both energy consumption and emissions in the stores' operation.

Bosideng actively explores the possibilities of green products and sustainable fashion, focusing on environmentally friendly raw materials, green design, intelligent manufacturing, energy saving, pollution reduction, green logistics and warehousing, waste management, and control on the use of packaging materials, etc. Bosideng has taken effective measures to quantify carbon emissions and to assess performance in meeting carbon reduction targets. It also pushes forward with intelligentization and green manufacturing, and has won recognition and a number of awards for its achievements. MSCI (Morgan Stanley Capital International), an authoritative international rating agency, upgraded Bosideng's Environmental, Social and Governance ("ESG") rating from "BBB" to "A" in January 2023, and maintained the "A" rating again in January this year. This rating is currently the best rating achieved in China's textile and apparel industry.

**Mr. Gao Dekang, Chairman and CEO of Bosideng**, said, “Under the guidance of the United Nations Sustainable Development Goals and China's strategy for attaining carbon emissions peak and carbon neutrality goals, sustainable fashion is not just a trend, but also the only future of the fashion industry. As a responsible enterprise, we should strive to promote and realize the industry's reform through sustainable fashion, closely align our business capabilities with China’s strategy for meeting ‘dual carbon’ goals, reduce our own carbon footprint as well as that of the entire value chain, proactively guide our supply chain partners, promote green manufacturing, advocate green consumption, explore paths to green development and sustainable fashion, and create a better future together for sustainable fashion with our leading overall capabilities in ESG practices.”

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**About Bosideng International Holdings Limited:**

Bosideng International Holdings Limited (the “Company”, which together with its subsidiaries, is referred to as the “Group”) is a renowned down apparel company in China with down apparel brands, namely Bosideng, Snow Flying and Bengen. The Group caters for different customers and consolidates its leading position in China with its core brands. Currently, the Group’s ladieswear brands include JESSIE, BUOU BUOU, KOREANO and KLOVA; and the school uniform brand is Sameite.

For further information, please contact:

**Bosideng International Holdings Limited**

Hattie Chen

Head of Board Office and Head of Investor Relations Centre

Tel: (852) 2866 6918

Email: [bosideng\\_ir@bosideng.com](mailto:bosideng_ir@bosideng.com)

**iPR Ogilvy**

Callis Lau / Emily Chiu / Hailey Hao

Tel: (852) 2136 6952 / 3920 7659 / 3920 7655

Fax: (852) 3170 6606

Email: [bosideng@iprogilvy.com](mailto:bosideng@iprogilvy.com)