



## **Bosideng and China Post Sign Strategic Cooperation Memorandum**

### **Jointly Embarking on a Path of ESG Sustainable Development Ushering in a New Chapter of Green Logistics**

**(January 17, 2025 – 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, announced that the Group formally signed a 14-year strategic cooperation memorandum with China Post Group Corporation (“China Post”) on January 15th. This marks a significant step forward for both parties in the realm of Environmental, Social, and Governance (ESG). This collaboration represents not only a significant milestone in the development of both parties but also a proactive commitment to the principles of sustainable development, embarking on a new journey of green logistics. In the meantime, it underscores both parties' commitment to environmental protection as a social responsibility, setting a new benchmark for the development of green logistics within the industry. Bosideng and China Post will strive to explore more environmentally friendly and efficient logistics solutions, contributing to the creation of a better and greener future.

Adhering to the development philosophy of "brand elevation and industrial innovation," Bosideng continuously strives to explore a sustainable, high-quality future. This long-term, in-depth cooperative relationship with China Post further elevates Bosideng's ESG practices. Under the strategic cooperation memorandum, the two parties have reached a series of in-depth and comprehensive agreements covering a wide range of areas. China Post has committed to gradually increasing the proportion of new energy vehicles used in Bosideng's deliveries, thereby reducing carbon emissions from the transportation and promoting green upgrades in this area. Both parties will also establish a scientific carbon emission monitoring and reporting system, regularly exchanging carbon emission data and emission reduction achievements to ensure the transparency and traceability of carbon reduction targets and progress. This will further promote improvements in ESG information disclosure for Bosideng and China Post. Furthermore, both parties will jointly commit to research and development and innovation in green logistics technologies, exploring more environmentally friendly green logistics solutions and continuously improving the efficiency and effectiveness of green logistics. Through collaborative consensus-building, both parties will also strengthen exchanges and learning regarding ESG principles, enhance their understanding of green development, and bolster their competitiveness in low-carbon green logistics development, jointly promoting sustainable development within the industry.

This collaboration focuses on environmental protection within the ESG framework, particularly in the area of green logistics. As a leading global down apparel brand, Bosideng has consistently responded proactively to national policy guidance, adhering to brand leadership and innovation-driven development, and achieving remarkable success in promoting and demonstrating intelligent application scenarios. Its independently developed Garment GiMS Internet of Things (IoT) solution integrates advanced digital and intelligent technologies into all key stages of the brand's apparel lifecycle, developing a consumer-centric, fully integrated supply chain collaborative management system. This system not only effectively reduces logistics costs but also enhances operational quality and efficiency, successfully creating a new, intelligent, and collaborative ecosystem for the entire apparel supply chain, placing Bosideng at the forefront of the industry. Bosideng's

outstanding performance in reducing logistics costs has been selected as a typical case study for effectively reducing overall societal logistics costs. Moreover, Bosideng has injected substantial resources into key areas of logistics cost reduction, strengthening integrated interconnection, building an integrated warehousing and distribution platform, and independently developing intelligent logistics equipment systems based on edge computing and autonomous navigation. These efforts have reshaped the processes of piece-picking and return sorting, achieving an automation rate of over 90% and laying a solid technical foundation for the development of green logistics.

**Mr. Gao Dekang, Chairman and CEO of Bosideng, said,** "As leading enterprises in their respective industries, Bosideng and China Post are deeply aware of their social responsibilities and are committed to leading the green transformation of the industry and providing consumers with higher-quality services. This strong alliance, driven by a shared commitment to and pursuit of sustainable development principles, will continue to strengthen the cooperation and exchange in the field of green logistics. The signing of this strategic cooperation memorandum opens a new chapter and marks a new stage in the collaboration between Bosideng and China Post. In the future, Bosideng and China Post will further consolidate consensus, deepen cooperation, embrace innovation, and pursue green development, working together to promote high-quality, green, and low-carbon development within the logistics industry. We will also encourage more enterprises to pay attention to and participate in the construction of green logistics, contributing to the development of new productive forces with green advantages and the joint construction of a clean and beautiful world."

– END –

**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 the 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 Capital Market

Tel: (852) 2866 6918

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

**iPR Ogilvy**

Callis Lau / Emily Chiu / Romy Hong / Jean Dai

Tel: (852) 2136 6952 / 3920 7659 / 3920 7650 / 3920 7640

Fax: (852) 3170 6606

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