



Press Release
For Immediate Release

C.banner International Holdings Limited **千百度國際控股有限公司**

C.banner Acquired World-renowned High-end Toys Brand – Hamleys for a Cash Consideration of £100 million

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An Important First Step of the Global Branding Strategy Establish an International Integrated Retail Platform

(29 October 2015, Hong Kong) **C.banner International Holdings Limited**, (“**C.banner**” or the “**Company**”, together with its subsidiaries, the “**Group**”, stock code: 1028), the leading retailer of mid-to-premium women’s formal and casual footwear in the PRC, is pleased to announce that **Company** and Ludendo Entreprises SAS (“**Ludendo Group**”) had entered into an official Share Sale and Purchase Agreement which the **Company** purchased the entire issued share capital of Ludendo Enterprises UK Limited (“**Ludendo UK**”) for a cash consideration of GBP100,000,000. Upon completion, **Ludendo UK** becomes the wholly-owned subsidiary of the **Company** and therefore it owns **Hamleys** (“**Hamleys**”), a global leading high-end toys retailer brand.

Being one of the world-renowned retailers of toys, **Hamleys** has been providing customers with unique shopping experience leveraging on its reputation and brand heritage. Throughout the years, **Hamleys** has successfully expanded to Europe, Middle East and Asia by leveraging its franchising model.

As a leading retailer of mid-to-premium women’s formal and casual footwear in the PRC, **C.banner** is committed to developing its existing footwear business and considers a strong brand as an exceptionally powerful resource in delivering a competitive advantage in terms of the marketing and sales of product. **Mr. Chen Yixi, Chairman of C.banner** remarked, “We are glad to work with **Ludendo Group**, which the **Company** believes is in line with the new global branding strategy coupled with its business diversification development plan. The strong brand of **Hamleys** will greatly enhance the **Company**’s competitive advantage. **Company** will also actively explore areas of cooperation among the respective existing business of **Hamleys** and the **Company** with a view to achieving greater synergy among them and in turn enhance the **Company**’s comprehensive strength.”

C.banner will consolidate its diversified business with **Hamleys** to establish a larger integrated retail platform; In the background of China’s transition to a consumption-driven economy, **Company** could leverage on its know-how of retail operation in China and long-term

博達浩華國際財經傳訊集團

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relationships with wholesalers to quickly develop Hamleys' Chinese business; In addition, Hamleys possesses international background and extensive experience in global retail industry with managerial expertise, which contributes significantly to the Company's future overseas expansion and further business acquisitions; Company could also improve IT spending and corporate functions efficiencies with Hamleys through cost-saving initiatives including shared services and back offices combinations.

Mr. Chen concluded, "Looking forward, C.banner will fully leverage both its position and experience in the retail industry and the addition of the Hamleys brand, to expand its business with a focus on retail premises such as department stores to further implement the global branding strategy. Currently, Company is exploring different options for a strategic business partnership with House of Fraser, a leading premium department store in the United Kingdom and Ireland. Meanwhile, Company also considers establishing in-depth cooperation with various department store channels, allowing itself to leverage on their retail platforms to further develop the Hamleys' brand and at the same time expand the department store's product offerings through the introduction of toys and children's products to strengthen its competitive advantages of retail channels and diversify its businesses to shape C.banner as an international integrated retailer with multi-brands portfolio."

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About C.banner International Holdings Limited

C.banner International Holdings Limited is the leading retailer of mid-to-premium women's formal and casual footwear in China, and is engaged in the manufacturing and sales of women's footwear with various designs. The Group manages four self-developed brands, namely "C.banner", "EBLAN", "sundance" and "MIO", as well as licensed brand "naturalizer", and distributes "ASH", "JC" and "United Nude" brand products, through an extensive distribution and retail network in mainland China. C.banner's self-developed brands and licensed brands products are mainly distributed through department stores and independent retail stores in different cities, ranging from first-tier to third-tier cities in China. Furthermore, the Company also acts as an OEM or ODM manufacturer for international shoes companies dealing in export markets.

About Hamleys

Based in Britain, Hamleys is one of the largest toys retailers in the world. It owns the retail store with the world's highest sales and Hamleys brand with a brand history of over 250 years. Hamleys leads the market with its diversified product portfolio and unique and enriched in-store shopping experience. Including its flagship store located at London's Regent Street, Hamleys currently operates 12 self-owned stores in Britain and Ireland and owns more than 40 franchise stores in other countries and regions in the globe.

Issued by **Porda Havas International Finance Communications Group** for and on behalf of **C.banner International Holdings Limited**. For further information, please contact:

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