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C.banner International Holdings Limited

千百度國際控股有限公司

(Incorporated in Bermuda with limited liability)

(Stock Code: 1028)

VOLUNTARY ANNOUNCEMENT

LAUNCH OF NEW BRANDS

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

The Company is pleased to announce that the Group launches two new women’s footwear brands, namely “Badgley Mischka” and “naturplus”, in China in pursuit of the Group’s global branding strategy and horizontal expansion of business through diversification of its brand portfolio.

The Group launches women’s footwear under “Badgley Mischka” in China with a brand new design concept penetrating major business circles. The Company acquired the registered trademark of “Badgley Mischka” in terms of footwear and handbags product in the Greater China region (including mainland China, Hong Kong, Macau and Taiwan) in 2013, details of which were disclosed in the announcement of the Company dated 7 February 2013 (the “**Announcement**”). Please refer to the Announcement for further details of the “Badgley Mischka” brand. In addition, the Group launches the new women’s footwear brand “naturplus”, which targets China’s mid-high end consumer’s group and accommodates wearing experience of both fashion and comfort.

The directors of the Company consider that the launch of both brands is crucial measures for the Group’s multi-brand business strategy and horizontal expansion. It will add vitality and synergy to the Group’s diversified brand portfolio and overall business respectively, as well as assist the Group to enhance its market share and influence in the industry.

By order of the Board

C.banner International Holdings Limited

Chen Yixi

Chairman

PRC, 21 December 2016

As at the date of this announcement, the executive directors are Mr. CHEN Yixi, Mr. ZHAO Wei, Mr. HUO Li, Mr. NGAN Wing Ho and Mr. YUAN Zhenhua; the non-executive directors are Mr. MIAO Bingwen and Mr. WU Guangze; and the independent non-executive directors are Mr. KWONG Wai Sun Wilson, Mr. LI Xindan, Mr. ZHANG Zhiyong and Mr. ZHENG Hongliang.