

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

**C.banner Entered into the JV Agreement with Madden Asia
for the Establishment of the JV Company
Promotion, Marketing, Sale and Distribution of
the Products Bearing 「STEVE MADDEN」Marks in the PRC.**

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***The JV Company will open around 150 retail outlets
for “STEVE MADDEN” Products in the PRC by end of 2020
Enable the Group to further expand its business
in the mid-to-high end footwear market of the PRC.
Consolidate the Group’s status as an international integrated retailer***

(2 June 2017, Hong Kong) **C.banner International Holdings Limited** (“**C.banner**” or the “**Company**”, together with its subsidiaries, the “**Group**”, stock code: 1028), the leading international integrated retailer and mid-to-premium footwear brand in China, today is pleased to announce that on 19 May 2017, Xuzhou C.banner Footwear, Ltd (“**Xuzhou C.banner**”), an indirect wholly-owned subsidiary of the Company, entered into the joint venture agreement with Madden Asia Holding Limited (“**Madden Asia**”) for the establishment of SM (Jiangsu) Co., Ltd, the Joint Venture Company (“**JV Company**”) in the PRC. The JV Company is principally engaged in the business of promoting, marketing, sales and distribution of Products bearing the Marks of “STEVE MADDEN” in the PRC through integration of both online and offline channels and will open around 150 retail outlets for “STEVE MADDEN” Products in the PRC by end of 2020. In addition, the JV Company will sell the “STEVE MADDEN” Products through multiple online sales platforms, including the brand’s official website and online platforms operated by third parties.

Pursuant to the JV Agreement, the JV Company is owned as to 50% by Xuzhou C.banner and as to 50% by Madden Asia. On 19 May 2017, Madden International Limited, the holding company of Madden Asia, entered into a trademark sublicense agreement with the JV Company to grant the JV Company an exclusive, non-transferable, non-assignable, limited right and sublicense to use “MADDEN” and “STEVE MADDEN” along with variations thereof such as “MADDEN GIRL” and “STEVEN BY STEVE MADDEN” (“**Marks**”) in the PRC solely in connection with the promotion, marketing, sale and distribution of the Products bearing the Marks in the PRC.

Mr. Steve Madden, footwear fashion mogul of the 21st century, created “STEVE MADDEN” after his own name in 1990. “STEVE MADDEN” is known for its sexy-urban-fun elements, and its shoes are a combination of unprecedentedness, wildness and style. The brand is best known for its clunky shoes. “STEVE MADDEN” has caught the hearts of young women with its edgy and unique footwear since its establishment, and is wildly loved by stars, celebrities, and stylists across Europe and America. The brand grew with its target customers. “STEVE MADDEN” is now a stylish yet creative brand, and has expanded its

business to other fashion accessories such as handbags, belts, jewelries, sunglasses and socks, all worshipped by fashion lovers across the globe.

Mr. CHEN Yixi, Chairman of C.banner International Holdings Limited said, “It has been one of C.banner’s international brand strategies to introduce international famous fashion brand “STEVE MADDEN”, targeting mid-to-premium footwear market by entering into the JV Agreement with Madden Asia for the establishment of the JV Company. We believe the brand value of “MADDEN” and “STEVE MADDEN” not only offer a valuable opportunity for C.banner to further enhance its brand image, but also enable the Group to further expand its business in the mid-to-high end footwear market of the PRC. In addition, the Company considers this will add synergy to the Group’s diversified brand portfolio and overall business, as well as assist the Group to enhance its market share and influence in the industry, which will further consolidate the Group’s status as an international integrated retailer.”

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About C.banner International Holdings Limited

C.banner International Holdings Limited is a leading international integrated retailer and mid-to-premium footwear brands in China, and is engaged in the manufacturing and sales of women’s mid-to-premium footwear with various designs. The Group manages self-developed brands, namely “C.banner”, “EBLAN”, “sundance”, “MIO” and “Badgley Mischka”, and distributes “ASH”, “JC” and “United Nude” brand products, through an extensive distribution and retail network in China. C.banner’s self-developed brands products and licensed brands products are mainly distributed through department stores and independent retail stores in first, second and third tier cities in China. Furthermore, the Company also acts as an OEM or ODM manufacturer for international shoes companies dealing in export markets. In 2015, the Company expanded its business by the acquisition of Hamleys, the world-leading and renowned toys brand, with a view to implement the global branding strategy.

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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