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## **BELLE INTERNATIONAL HOLDINGS LIMITED**

### **百麗國際控股有限公司**

*(Incorporated in the Cayman Islands with limited liability)*

**(Stock code: 1880)**

### **OPERATIONAL DATA OF THE RETAIL BUSINESS IN MAINLAND CHINA FOR THE FIRST QUARTER OF 2013**

Belle International Holdings Limited (the “**Company**”, together with its subsidiaries, the “**Group**”) announces the following operational data of the Group’s retail business in Mainland China (for the purpose of this announcement, excluding Hong Kong, Macau and Taiwan) for the first quarter of 2013.

The Group continued to open new retail outlets in Mainland China. In the first quarter of 2013, the net increase in the total number of retail outlets of the Group in Mainland China was 326.

As at 31 March 2013, the total number of retail outlets of the Group in Mainland China was 17,890, which consisted of 12,362 footwear outlets and 5,528 sportswear outlets, all of which were directly managed by the Group.

For the first quarter of 2013, the footwear business had a same store sales growth of 4.5%, while the sportswear business had a same store sales growth of 11.0%.

**The Company’s shareholders and potential investors should note that the data shown above are operational statistics and have not been audited or reviewed by the Company’s auditors.**

By order of the Board  
**Belle International Holdings Limited**  
**SHENG Baijiao**  
CEO & Executive Director

Hong Kong, 8 April 2013

*As at the date of this announcement, the Executive Directors of the Company are Mr. Sheng Baijiao, Mr. Tang King Loy and Mr. Sheng Fang, the Non-executive Directors are Mr. Tang Yiu, Mr. Gao Yu and Ms. Hu Xiaoling, and the Independent Non-executive Directors are Mr. Ho Kwok Wah, George, Mr. Chan Yu Ling, Abraham and Dr. Xue Qiuzhi.*