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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 THIRD QUARTER OF FINANCIAL YEAR 2016/17

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 third quarter of Financial Year 2016/17 (three months from September 2016 to November 2016).

In the third quarter of Financial Year 2016/17, the total number of retail outlets of the Group in Mainland China increased by 30 on a net basis.

As at 30 November 2016, the total number of retail outlets of the Group in Mainland China was 20,630, consisting of 13,145 footwear outlets and 7,485 sportswear and apparel outlets, all of which were directly managed by the Group.

For the third quarter of Financial Year 2016/17, the footwear business had a same store sales decline of 13.4%, while the sportswear and apparel business had a same store sales growth of 4.6%.

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, 9 December 2016

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