

## Corporate profile

Our mission is to create  
incremental value for the  
brand every day ...  
in every way

**Bossini International Holdings Limited** ("Bossini" or the "Company"; HKSE code: 592) and its subsidiaries (the "Group") is a leading apparel brand owner, retailer, licensor and supplier in the region.

Headquartered in Hong Kong, Bossini launched its first retail outlet in 1987. Over the past two decades, it rapidly established an extensive international operating platform and distribution network that extended to a total of 678 outlets worldwide. Among these, the Group operated 314 directly managed outlets in its four core markets, namely Hong Kong, Mainland China, Taiwan and Singapore. The Group also further strengthened its brand presence in Mainland China through the establishment of 195 authorised dealer outlets. As for other overseas markets, the Group cooperated with its business partners to establish a total of 169 overseas licensed outlets in 16 countries, spanning from Southeast Asia, the Middle East, Europe to as far as Latin America.

Renowned for its comfortable, easy to mix-and-match, colourful and energetic style, Bossini offers a full range of good value-for-money casual wear apparel products, including ladies', men's and kids' wear, which are designed to fit customer needs.



### Global distribution network

- 314 directly managed outlets
- ▲ 195 Mainland China authorised dealer outlets
- 169 overseas licensed outlets

\* The Middle East includes UAE, Qatar, Oman, Lebanon, Bahrain, Kuwait, Iran, Jordan and Saudi Arabia