



Press Release  
For Immediate Release

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

### C.banner Proposes to Acquire World-renowned Retailer of High-end Toys — Hamleys of London

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#### ***Strengthen the Competitive Advantages of Retail Channels Implement the Global Branding Strategy***

(22 October 2015, Hong Kong) C.banner International Holdings Limited (“C.banner” or the “Company”, together with its subsidiaries, the “Group”, stock code: 1028), the leading retailer of middle-to-high-end women’s formal and leisure footwear in the PRC, is pleased to announce that Company is in discussion with Ludendo Entreprises SAS (“Ludendo Group”) regarding a proposed acquisition of the entire issued share capital of Ludendo Enterprises UK Limited (“Ludendo UK”). The discussion between both parties in relation to the proposed acquisition has reached the final stage of negotiation and it is expected the official legally binding document will be signed soon. If the acquisition complete smoothly, Ludendo UK will become a wholly-owned subsidiary of the Company. Ludendo UK owns Hamleys (“Hamleys”), a global leading high-end toys retailer brand, and Hamleys owns the largest toy shop, which is located in UK, in the world.

As a leading retailer of mid-to-premium women’s formal and casual footwear in the PRC, C.banner is committed to developing its existing footwear business. The Company is highly reputable for its multi-brands strategy, diversified product portfolio and brand values of elegance, charm and vogue in the market. **Mr. Chen Yixi, Chairman of C.banner** remarked, “The Company plans to implement a new global branding strategy and we are glad to have the opportunity to discuss with Ludendo Group regarding the proposed acquisition. If the acquisition goes smooth, it will mark the Company’s first important step to implement global branding strategy. Company could also leverage on the brand recognition effect of world-renowned brands — Hamleys, to further strengthen the competitive advantages of retail channels and provide scenario consumption experience.

To further implement the global branding strategy, C.banner will fully leverage its position and experience in the retail industry and plan to expand its business with a focus on retail industry and retail channels through the addition of Hamleys brand. Company may consider establishing in-depth cooperation with various department stores in terms of leveraging their retail platforms to further develop Hamleys brand and introducing toys and children products

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to extend the product categories at the same time. C.banner is exploring different possible options for a strategic business partnership with House of Fraser, a leading premium department store in the United Kingdom and Ireland.

**Mr. Chen** concluded, “In respect of marketing and product sales, a strong brand is an outstanding resource. Acquisition of a world-renowned brand could greatly enhance the Company’s competitive advantages. C.banner will explore areas of cooperation among the respective existing business with Hamleys to achieve greater synergy, therefore enhancing the strengths and profitability of the Company. Looking forward, Company will continue to explore business opportunities inside and outside the PRC by mergers and acquisition, strategic cooperation as well as establishing other business relationships with leading retailer brands, which help to take a further step of implementing its global branding strategy, strengthening of competitive advantages of retail channels and enriching scenario consumption experience to shape C.banner as an international retail group.”

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### **About C.banner International Holdings Limited**

C.banner International Holdings Limited is the leading retailer of mid-to-premium women’s formal and casual footwear in China, and is engaged in the manufacturing and sales of women’s footwear with various designs. The Group manages four self-developed brands, namely “C.banner”, “EBLAN”, “sundance” and “MIO”, as well as licensed brand “naturalizer”, and distributes “ASH”, “JC” and “United Nude” brand products, through an extensive distribution and retail network in mainland China. C.banner’s self-developed brands and licensed brands products are mainly distributed through department stores and independent retail stores in different cities, ranging from first-tier to third-tier cities in China. Furthermore, the Company also acts as an OEM or ODM manufacturer for international shoes companies dealing in export markets.

### **About Hamleys of London Limited**

Hamleys of London Limited, located in Britain, is one of the largest toys retailers in the world. It owns the retail store with the world's highest sales and Hamleys brand with a brand history of over 250 years. Hamleys leads the market with its diversified product portfolio and unique and enriched in-store shopping experience. With its flagship store located at London’s Regent Street, Hamleys currently operates 12 self-owned stores in Britain and Ireland and owns more than 40 franchise stores in other countries and regions in the globe.

