

To: Business Editor  
For Immediate Release

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

**C.banner Launches Two New Women's Footwear Brands**  
**“Badgley Mischka” and “naturplus”**

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***Expands Horizontal Business***  
***Consolidates and Increases Market Share***  
***Diversifies Brand Portfolio***  
***Continues Global Branding Strategy***

(21 December 2016, Hong Kong) **C.banner International Holdings Limited** (“**C.Banner**” or the “**Company**”, together with its subsidiaries, the “**Group**”, stock code: 1028), an international integrated retailer and a leading retailer of mid-to-premium women's formal and leisure footwear in the PRC, announced that the Company launches two women's footwear brands — the famous “Badgley Mischka” brand and “naturplus” in China. It marks the Group's pursuit of global branding strategy and horizontal expansion of business through diversification of its brand portfolio, which increases the Group's market share and consolidates its industry position as an international integrated retailer.

“Badgley Mischka” is a well-known American fashion brand. It is famous for the design and apparel of wedding dress, evening wear and formal dress and it has become the most popular fashion concept for Hollywood Awards Ceremony. The designer of the “Badgley Mischka” was also shortlisted as one of the top ten outstanding designers by “Vogue” magazine in the United States in 2005. C.banner had acquired the registered trademark of “Badgley Mischka” in terms of footwear and handbags product in the Greater China region (including mainland China, Hong Kong, Macau and Taiwan) in 2013, and launches women's footwear in China with a brand new design concept penetrating major business circles.

In addition, C.Banner also launches the new women's footwear brand “naturplus”, with brand core values of “comfortable, natural, quality and fashion” and design concept of “comfortable walking”. It is devoted to bring a lifestyle and taste of “natural and fashionable” and “comfortable and confident” to white collar women in cities of China. Its product has an exclusive function of NP6 which adds extra comfort to wearing. With 20 years of production experience and overseas production essence, “naturplus” is a footwear brand optimized for Chinese and created by C.banner. The launch of both brands is a crucial measure for C.banner's multi-brand business strategy and horizontal expansion and it will add vitality and synergy to its diversified brand portfolio and overall business respectively.

**Mr. Chen Yixi, Chairman of C.banner International Holdings Limited said,** “Through the launch of new brands, we are delighted to further develop our global branding strategy.

"Badgley Mischka" is a quality international brand and highly recognized by top celebrities around the world. Its brand value will strengthen the Group's overall brand image and it is collinear to our target of developing and consolidating ourselves as an international integrated retailer. The Group believes the addition of brand with global influence will greatly facilitate its global development. Besides, "naturplus" targets China's mid-high end consumer's group and accommodates wearing experience of both fashion and comfort. It will provide a good opportunity for the Group's horizontal expansion in China's women footwear business and assist the Group to enhance its market share and influence as well as leading the industry successively. Looking ahead, the Group will continue to look for quality global brands, improve sustainable development ability and create new values for shareholders."



The concept image of "Badgley Mischka" retail store which demonstrates contemporary and elegance.



The concept image of "naturplus" retail store adopts the concepts of green and cozy



"Badgley Mischka" classic evening stiletto



Brand new and comfortable "naturplus" heels

- End -

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

C.banner International Holdings Limited is a leading international integrated retailer and the second largest retailer of mid-to-premium women's formal and casual footwear in China. They are engaged in the manufacturing and sales of women's footwear in various designs. The Group manages "C.banner", "EBLAN", "Sundance", "MIO", "Badgley Mischka" and "naturplus" and other self-developed brands, as well as the licensed brand "Naturalizer". C.banner also 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 shops from first-tier to third-tier cities across China. In addition, the Company also acts as an OEM or ODM manufacturer for international shoe companies dealing in export markets. In 2015, as a first step toward implementing its global branding strategy, the Company expanded its operations through the acquisition of Hamleys, one of the world's best known retailers of toys.

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