

C.banner International Holdings Limited (“C.banner” or the “Group”, Stock Code: 1028) is pleased to distribute a newsletter summarizing the Group’s updates, corporate development and industry news. To show your support, please feel free to let us know the issues that interest you or give us any comments or suggestions via email.

## Corporate News

### C.banner Distributes “ASH” and “JC” Branded Products Stores Open in Succession

In March 2013, C.banner entered into the Distribution Agreement with Dongguan Highline United Trading Co., Ltd. (“Dongguan Highline”) and J.C. Leather Products (Dong Guan) Ltd. (“J.C.”) and agreed to distribute “ASH” and “JC” branded products under “Dongguan Highline” and “J.C.”. Nanjing Mayflower Footwear, wholly owned subsidiary of the Group, became the principal distributor of the Products for the distribution of “ASH” and “JC” branded products in the PRC. Nanjing Mayflower is responsible for the retail of the two brands in Mainland China.

The brand positions of “ASH” and “JC” are relatively higher as compared with the Group’s existing brands. With their accession, the Group’s brand portfolio could be further enriched to fulfill a wider range of consumer needs, thereby enhancing influence in the market.

Recently, “ASH” and “JC” stores open one after the other. As “ASH” is popular at department stores or shopping malls, the Group plans to push forward the opening of new branded stores in the coming six months.



**Optimizing Brand Portfolio**  
**Focusing on Mid-to-High End**  
**Ladies' Footwear Market**

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