

Newsletter

Apr–Jun 2012

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

C.banner International Holdings Limited (“C.banner” or the “Group”, Stock Code: 1028) is pleased to distribute to investors 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 Introduces CCC, CVC and Mousse as Strategic Investors Development Strategy Gains Recognition from Investors

C.banner held a press conference on 18 June 2012, giving details of CCC, CVC, and Mousse’s investment in the Group on 15 June 2012.

In relation to the issue of the Convertible Bonds in an aggregate principal amount of RMB189,024,450, each of CCC, CVC and Mousse severally agrees to subscribe for RMB18,902,445 (representing 9,687,600 Shares), RMB138,617,930 (representing 71,042,400 Shares) and RMB31,504,075 (representing 16,146,000 Shares), respectively, with a term of four years, at an initial Conversion Price of HK\$2.40 per Share. The according proceeds are intended to be used by the Company to fund future strategic pursuits and working capital requirements of the Group.

“Looking ahead, the Group will have the support of CCC, CVC and Mousse in expanding its sales channels as well as brand portfolio, creating synergy, expanding its business through selective acquisitions and generating fruitful returns for shareholders. We look forward to cooperating with CCC, CVC and Mousse with their resources as well as network to expand our business in the China market and rise to the challenge for the next stage.” said Mr. Chen, Chairman of C.BANNER.



Corporate News

New brand “MIO” aiming for the high-end female leather shoes market Expand to nearly 70 stores in China

“MIO” is the 5th self-developed brand introduced by C.banner, aiming for the high-end female leather shoes market, with the brand philosophy of fashionable, sexy and tempting. C.banner is actively expanding the store network and the expansion is quick. From January 2012 until now, there are nearly 70 stores in China.

“Tempting” is the unique brand philosophy of MIO. It’s target customers are young female who like fashion. The Groups believes the launch of the new brand will effectively consolidate its retail and wholesale business and further expand its brand portfolio, contributing for the growth momentum of the Group’s profit.



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