

Newsletter

Jan-Mar 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 release its first corporate newsletter. The newsletter mainly covers the Group’s latest updates, brand strategies and corporate development. Please feel free to give us any comments and suggestions.

Business Review

2011 Annual Results

Revenue Increases 29.8% to RMB2,043.7 Million

The Group announced its 2011 annual results on 22 March 2012. For the year ended 31 December 2011, the Group’s total revenue from continuing operations rose 29.8% to RMB2,043.7 million. Gross profit from continuing operations rose 33.5% to RMB1,298.3 million. Profit attributable to owners of the company surged 70.8% to RMB290.2 million. Basic earnings per share amounted to RMB16.28 cents. The Board of Directors of the Company has declared a final dividend of RMB0.043 per share for the year ended 31 December 2011.

In 2011, the Group’s gross profit margin increased to 63.5%. The increase was due to a greater contribution from the retail and wholesale of mid-to-premium women’s footwear and effective cost control. Net profit margin increased to 14.2%. In addition, the balance of cash and bank deposits have significantly increased 212.3% to RMB504.0 million. Gearing ratio was 0.9%, which reflects the Group has maintained a healthy capital structure.

As at 31 December 2011, the Group increased the number of proprietary outlets to 1,311, representing a net increase of 339 proprietary outlets. In addition, It added 120 third-party outlets to make a total of 437 for the year. The Group operated a total of 1,748 stores.

Same-store sales
growth rate

2009

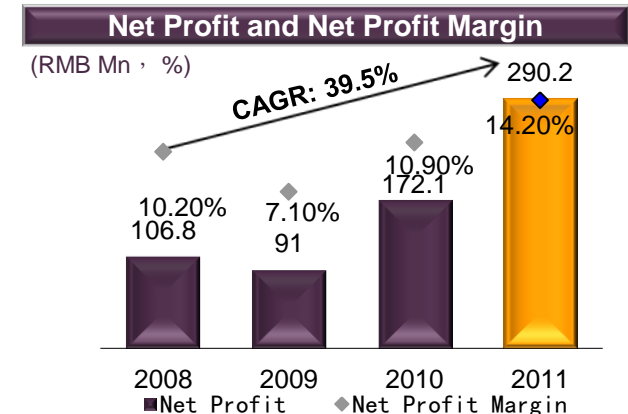
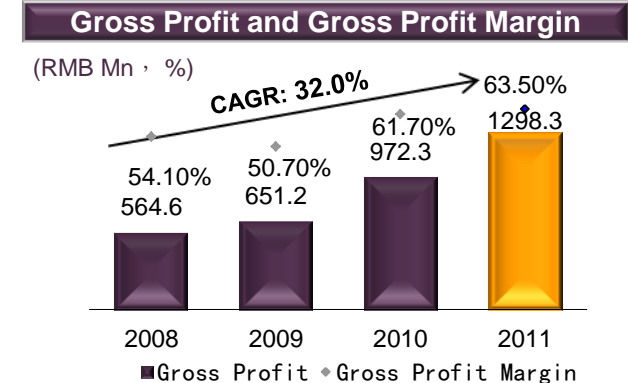
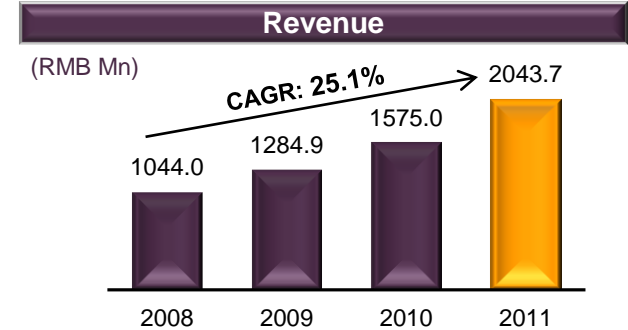
17.7%

2010

12.3%

2011

14.6%



Corporate News

Company Takes on New Name “C.banner International Holdings Limited” Further Enhancing Brand Image

The Company announced that it has taken on the new name “C.banner International Holdings Limited” and in Chinese “千百度國際控股有限公司”. The stock short names of the Company have thus become “C.BANNER” and “千百度” with effect from 2 April 2012.

The change of the Company name marks an important step in the Group’s corporate development. With its high quality products, “C.banner” brand has already earned its renowned reputation among customers. The Group believes that the new name not only maintains the consistency with the name of the Group and its major brand, but also boost the profile of its signature C.banner brand and increase the Company’s recognition as one of the leading retailers of mid-to-premium women’s footwear in China.

千百度国际控股有限公司
C. banner International Holdings Ltd.

MIO



C.banner Launches High-end Brand “MIO” Consolidating the Group’s Retail and Wholesale Business

C.banner introduced its 5th self-developed brand “MIO” aiming for the high-end female leather shoes market. With the brand philosophy of fashionable, sexy and tempting, the brand’s products are filled with a sense of 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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