



Press Release
For Immediate Release

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

C.banner Completed the Acquisition of Leading Toy Retailer – Hamleys

(25 November 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 mid-to-premium women’s formal and casual footwear in the PRC, is pleased to announce that **Company** had completed the acquisition of the entire issued share capital of Ludendo Enterprises UK Limited (“**Ludendo UK**”). Upon completion of the acquisition, Ludendo UK (which owns and operates leading toy retailer “**Hamleys**” (“**Hamleys**”)) became a wholly-owned subsidiary of the **Company**. The company name of Ludendo UK will be changed to Hamleys Global Holdings Limited after completion.

The acquisition marks an important first step of the **Company**’s global branding strategies and its business diversification development plan. Following the completion of the acquisition, the **Company** will actively explore areas of cooperation among the respective existing business of Hamleys and the **Company** with a view to achieving greater synergy among them and in turn enhance the **Company**’s comprehensive strength.

– End –

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

Hamleys rich history began with the opening of their first toy shop in London, UK, in 1760 and for the next 255 years Hamleys has been bringing magical experiences and joy to children of all ages. With its headquarters in London, Hamleys is one of the most respected toy retailers

博達浩華國際財經傳訊集團

Porda Havas International Finance Communications Group

Units 2009-2018, 20/F, Shui On Centre, 6-8 Harbour Road, Wanchai, HK 香港灣仔港灣道6-8號瑞安中心20樓2009-2018室
T : (852) 3150 6788 F : (852) 3150 6728

www.pordahavas.com

in the world due to its diversified product portfolio and unique and enriched in-store shopping experience. Today Hamleys extends a lot further than the famous London toy shop, with 61 stores in 19 countries, that are either own operated or franchised. The London toy shop has the highest individual toy store turnover in the world and in March 2015 Hamleys opened the largest toy shop in Europe at Lubyanka, Moscow.

Issued by **Porda Havas International Finance Communications Group** for and on behalf of **C.banner International Holdings Limited**. For further information, please contact:

Porda Havas International Finance Communications Group

Ms. Kelly Fung	+852 3150 6763	kelly.fung@pordahavas.com
Mr. Sam Fang	+852 3150 6721	sam.fang@pordahavas.com
Ms. Gloria Huang	+852 3150 6731	gloria.huang@pordahavas.com
Ms. Janice Liu	+852 3150 6742	janice.liu @pordahavas.com
Fax: +852 3150 6728		