

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

**C.banner to Purchase 45.78% of the Issued Share Capital of  
EtonKids Educational Group**

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**Expand into the Field of Quality Kindergarten Education Services  
Achieve Strong Synergy with the Toys Retailer Business**

(21 July 2017, Hong Kong) **C.banner International Holdings Limited** (“**C.banner**” or the “**Company**”, together with its subsidiaries, the “**Group**”, stock code: 1028), the leading international integrated retailer and mid-to-premium footwear brand in China, today is pleased to announce that after trading hours on 21 July 2017, it has entered into an agreement with the Sellers to purchase 6,319,820 Sale Shares of EtonKids Educational Group Limited (“**EtonKids Educational Group**”) with a cash consideration of US\$79,408,705 (equivalent to HK\$ 619,761,120), representing 45.78% of the issued share capital of EtonKids Educational Group.

Upon Completion, the EtonKids Educational Group will be held by C.banner as to 45.78% and by the Founder Company as to 54.22%, and 13.22% of the issued share capital held by the Founder Company is subject to a call option granted to a third party. Upon full exercise of such call option by the third party, C.banner, the Founder Company, and the third party will hold 45.78%, 41%, and 13.22% of EtonKids Educational Group’s issued share capital respectively.

EtonKids Educational Group is a company incorporated in the Cayman Islands and, together with its subsidiaries and controlled companies, is an education group operating kindergartens under the brand “EtonKids” in the PRC. For the financial years ended 31 August 2015 and 31 August 2016, the unaudited consolidated net profit after taxation of EtonKids Educational Group was RMB38,273,000 and RMB50,857,000 respectively.

**Mr. CHEN Yixi, Chairman of C.banner International Holdings Limited** said, “The acquisition will diversify C.banner’s business into kindergarten education services industry, further strengthen the Group’s presence in the market for children’s products and services to achieve strong synergy with the existing toys retailer business and broaden revenue sources of the Group with good quality assets. The prospects of the kindergarten education services industry in China will benefit significantly from its new nation-wide “Two-Child Policy”. Moreover, EtonKids Educational Group’s management, recent financial performance and business growth potential all shows great promises, we are optimistic on its business prospects. We hope that through the acquisition, the Group can achieve long-term stable growth and development, so as to create greater value for our shareholders.”

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

**C.banner International Holdings Limited** is a leading international integrated retailer and mid-to-premium footwear brands in China, and is engaged in the manufacturing and sales of women's mid-to-premium footwear with various designs. The Group manages self-developed brands, including "C.banner", "EBLAN", "sundance", "MIO" and "Badgley Mischka", and sells "STEVE MADDEN" shoes in China through a joint venture company. C.banner's self-developed brands products and licensed brands products are mainly distributed through department stores and independent retail stores in first, second and third tier cities in China. Furthermore, the Company also acts as an OEM or ODM manufacturer for international shoes companies dealing in export markets. In 2015, the Company expanded its business by acquiring Hamleys, the world-leading and renowned toys brand, and entered into children consumption sector.

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

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