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

(Incorporated in Bermuda with limited liability)

(Stock Code: 1028)

INSIDE INFORMATION AND RESUMPTION OF TRADING

Reference is made to the announcement made by C.banner International Holdings Limited (the “**Company**”) on Thursday, 22 October 2015 for the trading halt in the shares of the Company. This announcement is made by the Company pursuant to Rule 13.09(2)(a) of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited (the “**Listing Rules**”) and the Inside Information Provisions (as defined in the Listing Rules) under Part XIVA of the Securities and Futures Ordinance (Chapter 571 of the Laws of Hong Kong).

THE PROPOSED ACQUISITION

The board of directors (the “**Board**”) of the Company is pleased to announce that Company is in discussion with Ludendo Entreprises SAS (the “**Seller**”) regarding a proposed acquisition of the entire issued share capital of Ludendo Enterprises UK Limited (the “**Proposed Acquisition**”). Ludendo Enterprises UK Limited is a company incorporated in England and, together with its subsidiaries, is a retailer of high-end toys under the world-renowned brand “Hamleys”. The discussion between the Company and the Seller in relation to the Proposed Acquisition has reached an advanced stage and the Company and the Seller are in the process of negotiating and finalizing the definitive documentation with a view to entering into a legally binding agreement in the near future. As of the date of this announcement, the Company has not entered into any definitive agreement with the Seller in respect of the Proposed Acquisition. If the Proposed Acquisition materializes, it is expected that the Proposed Acquisition may constitute a notifiable transaction for the Company under Chapter 14 of the Listing Rules.

REASONS FOR AND BENEFITS OF THE PROPOSED ACQUISITION

The Company is principally engaged in the manufacturing and sale of mid-to-premium ladies' footwear. As a leading retailer in the footwear industry, the Company considers that a strong brand is an exceptionally powerful resource in delivering a competitive advantage in terms of the marketing and sales of products, which is clearly evidenced by its self-developed brands such as "C.banner". As such, the Company intends to pursue a new global branding strategy coupled with a business diversification development plan and believes that, leveraging on the brand recognition effect of world-renowned brands, the Company could further develop and diversify its business. The Proposed Acquisition of the target company which owns and operates leading toy retailer brand "Hamleys", if materialized, would mark an important first step towards the implementation of the Company's global branding strategy.

As a next step in the implementation of the Company's global branding strategy, leveraging both its position and experience in the retail industry and the addition of the "Hamleys" brand, the Company plans to expand its business with a focus on retail premises such as department stores. The Company may consider establishing in-depth cooperation with various department store channels allowing the Company to leverage on their retail platforms to further develop the Hamleys' brand and at the same time expand the department store's product offerings via the introduction of toys and children's products. In this regard, the Company is exploring different options for a strategic business partnership with House of Fraser, a leading premium department store in the United Kingdom and Ireland. As of the date of this announcement, no definitive proposal has been made to and no written agreement has been entered into with any department store in respect of such initiative. In the future, the Company will continue to actively explore business opportunities in and outside the People's Republic of China by way of, among others, mergers and acquisition, strategic cooperation as well as establishing other business relationships with leading retailer brands with a view to further implementing its global branding strategy.

GENERAL

As the Company is still in discussion with the Seller on the terms of the Proposed Acquisition and no definitive agreement has been entered into between the Company and the Seller in relation to the Proposed Acquisition, the Proposed Acquisition may or may not proceed. The Company will make further announcement(s) in respect of the Proposed Acquisition as and when appropriate in accordance with the Listing Rules.

Shareholders and potential investors of the Company are advised to exercise caution when dealing in the shares of the Company.

RESUMPTION OF TRADING

Trading in the shares of the Company on The Stock Exchange of Hong Kong Limited (the “**Stock Exchange**”) was halted at the request of the Company from 10:40 a.m. on Thursday, 22 October 2015 pending the issue of this announcement. Application has been made to the Stock Exchange for the resumption of trading in the shares of the Company with effect from 9:00 a.m. on Friday, 23 October 2015.

By order of the Board
C.banner International Holdings Limited
Chen Yixi
Chairman

PRC, 22 October 2015

As at the date of this announcement, the executive directors of the Company are Mr. CHEN Yixi, Mr. ZHAO Wei, Mr. HUO Li and Mr. XU Tingyu; the non-executive directors of the Company are Mr. MIAO Bingwen and Mr. WU Guangze; and the independent non-executive directors of the Company are Mr. KWONG Wai Sun Wilson, Mr. LI Xindan, Mr. ZHANG Zhiyong and Mr. ZHENG Hongliang.