

**BOSIDENG INTERNATIONAL HOLDINGS LTD:
IT HAS NEVER FAILED TO DELIGHT SINCE GOING PUBLIC**

For reasons that this medium cannot understand, the share price of Bosideng International Holdings Ltd () (Code: 3998, Main Board, The Stock Exchange of Hongkong Ltd) has rarely achieved anywhere near its Offer Price when it went public in October 2007.

The share price, today, is about \$HK2.13, which is a long way from the Offer Price Per Share of October 2007 of \$HK3.28.

The total dividend payment per share of about 20 cents in respect of the Financial Year, ended March 31, 2011, represents a yield is about 9.39 percent, as at today's price, and about 6.10 percent, based on the Offer Price Per Share, going back to October 2007.

The Company, recently, released its Annual Report with regard to the 2010-2011 Financial Year, the concise financial details of which include:

Revenue	7.40 billion renminbi (plus 22.65 percent, Year-On-Year)
Gross Profit	3.30 billion renminbi (plus 14.30 percent, Year-On-Year)
Net Profit Attributable To	
Shareholders	1.28 billion renminbi (plus 17.94 percent, Year-On-Year)
Total Equity	6.97 billion renminbi (plus 2.25 percent, Year-On-Year)

During the 2010-2011 Financial Year, this Company increased its retail network in the People's Republic of China (PRC) to 9,435 outlets, an increase, Year-On-Year, of about 47.91 percent over the number of retail outlets in operation, as at March 31, 2010, then numbering 6,379 retail outlets.

As at March 31, 2011, Bosideng International had about 2.72 billion renminbi in cash and cash equivalents and time deposits with maturities in excess of 3 months.

The Company, also, had about 1.52 billion renminbi in '*available-for-sale financial assets*', being guaranteed, short-term investments with PRC banks, bringing in interest levels, ranging between 3.30 percent and 6 percent, per annum.

In effect, therefore, this Company is without any appreciable debt.

The business of Bosideng International is, inter alia, being the largest down-apparel producer in the PRC, having 36.70-percent of the entire country's market share.

Lately, the Company has branched out, producing what it claims is '*high-class menswear*', being non-down garments, as well as clothes for women and children, also being non-down garments.

On May 27, 2011, Bosideng International, through a subsidiary, spent about 213.31 million renminbi in purchasing Number 28, South Molton Street, a neighbouring the Oxford Street shopping area in the West End of London.

The subsidiary will spend between £5 million and £6 million in reconstructing the property into a landmark building which, on completion, will be the Group's European flagship store of down apparel and menswear products.

The Founder of Bosideng International is Mr Gao De Kang (), aged 59 years, who is the Executive Chairman.

His ... [CLICK TO ORDER FULL ARTICLE](#)

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