

This press release is not, and is not intended to be, an offer to sell or the solicitation of an offer to buy any securities of China Outfitters Holdings Limited in the United States or any other jurisdiction. The shares of China Outfitters Holdings Limited have not been and will not be registered under the United States Securities Act of 1933, as amended (the "U.S. Securities Act"), or any state securities laws of the United States, and may not be offered or sold, pledged or transferred within the United States (as defined in the Regulation S under the U.S. Securities Act) except pursuant to an exemption from, or in a transaction not subject to, the registration requirements of the U.S. Securities Act. Any public offering of securities to be made in the United States will be made by means of a prospectus that may be obtained from China Outfitters Holdings Limited. Such prospectus will contain detailed information about China Outfitters Holdings Limited and its management and financial statements. China Outfitters Holdings Limited does not intend to register any portion of the offering in the United States or to conduct a public offering of securities in the United States. No copy of this press release has been or should be distributed or sent, directly or indirectly, to the United States, its territories or possessions.

This press release contains forward-looking statements regarding future events. Such forward-looking statements are not guarantees of future performance of China Outfitters Holdings Limited and are subject to risks and uncertainties that could cause actual results to differ materially from those expressed in such forward-looking statements.

For Immediate Release



(Stock Code: 1146)

China Outfitters Holdings Limited Announces HKEx Main Board Listing Details Global Offering of 691,560,000 Shares at HK\$1.64 per share

HONG KONG, 29 November, 2011 – China Outfitters Holdings Limited (“China Outfitters” or “the Company”), a fast-growing apparel design, manufacturing, marketing and sales company, which provides a wide range of men’s casual wear in the PRC under recognised international brands targeted at consumers in the mid-to-high income bracket, announced today the details of its proposed listing on the Main Board (“Main Board”) of The Stock Exchange of Hong Kong Limited (“HKEx”).

China Outfitters will offer a total of 691,560,000 ordinary shares under the Global Offering. This will comprise initially 622,404,000 shares pursuant to the International Offer and 69,156,000 shares in the Hong Kong Public Offer. The Company intends to grant to the International Underwriters, exercisable by the Sole Global Coordinator, an over-allotment option to require the Company to allot and issue up to an aggregate of 103,734,000 additional shares. This represents 15% of the initial size of the Global Offering.

The Company estimates that it will receive net proceeds from the Global Offering of approximately HK\$727.5 million at an offer price of HK\$1.64 per share, after deducting the underwriting fees and commissions and estimated expenses payable by the Company in relation to the Global Offering.

UBS AG, Hong Kong Branch is the Sole Global Coordinator and Sole Sponsor of the proposed listing. UBS AG, Hong Kong Branch, BOCI Asia Limited, Daiwa Capital Markets Hong Kong Limited, ICBC International Capital Limited and The Royal Bank of Scotland N.V., Hong Kong Branch are the Joint

Bookrunners. While UBS AG, Hong Kong Branch, BOCI Asia Limited, Daiwa Capital Markets Hong Kong Limited, ICBC International Securities Limited and The Royal Bank of Scotland N.V., Hong Kong Branch are the Joint Lead Managers.

The Hong Kong Public Offering will open at 9:00 am on Tuesday, 29 November 2011 and close at 12:00 noon on Friday, 2 December 2011. The allotment results will be announced on Thursday, 8 December 2011. Trading of the Company's shares on the HKEx is expected to commence on Friday, 9 December 2011 under the stock code 1146. Shares will be traded in board lots of 2,000 shares.

Proposed Use of Net Proceeds

Approximately 44% of the net proceeds will be used for the licensing or acquisition of additional recognised international brands or establishing joint ventures with these brand owners to enhance the Company's brand portfolio. Approximately 25% of the net proceeds will be used for the expansion and enhancement of existing logistical systems and the establishment of warehouses and logistics centres. Approximately 21% of the net proceeds will be used to settle in full the outstanding amount of RMB124.2 million of an unsecured shareholder's loan. Finally, the remaining net proceeds of approximately 10% will be used as additional general working capital.

A Fast-Growing Mid-to-High End Men's Casual Wear Company Strongly Positioned to Benefit from its Multi-Brand Strategy

China Outfitters designs, manufactures and sells products under several recognised international brands, including JEEP, SBPRC, Sideout, and Hallmark, under license. Moreover, it has acquired the right to use the London Fog brand for apparel products within China and, in 2009, it launched its womenswear series to complement its menswear series under the London Fog brand. The Company also offers products under its self-developed brand, Doright, and is an authorized retailer in China of apparel products under the Koyo Jeans brand. With its multi-brand strategy, the Company is able to facilitate growth by introducing and developing new brands to tap into different customer segments.

With its brand positioning and management expertise, China Outfitters is able to select and develop recognised international brands to grow its market share and revenue in the PRC, while achieving synergies among its brands. According to Euromonitor, JEEP and SBPRC, two of the brands sold by China Outfitters, ranked among the ten best-selling mid-to-high end men's casual wear brands in the PRC in 2010. Each of the Company's menswear brands offers a distinct style and targets a specific customer group. The Company believes that with their existing market recognition and goodwill, these licensed brands appeal to men in the mid-to-high income bracket in China, and have enabled the Company to gain shares in the men's smart casual wear, outdoor casual wear and leisure wear markets in China.

China's rapid economic growth and increased consumer spending on clothing have driven the market

demand for menswear nationwide. The country's men's casual wear sector in particular exhibited dynamic growth over the period from 2005 to 2010 as a result of the public's desire for a more modern lifestyle and individuality through fashion. Driven by growing purchasing power and an increasingly affluent lifestyle, the men's casual wear market is expected to grow at a CAGR of 11.6% from 2011 to RMB463.1 billion in 2015.

Riding on the opportunities arising from this climate, the Company has recorded significant growth in revenue. Its revenue increased from approximately RMB505.9 million in 2008 to RMB648.9 million in 2009 and RMB910.0 million in 2010, representing annual increases of 28.3% and 40.2%, respectively. During the first six months of 2011, China Outfitters' revenue grew by 36.1% to approximately RMB542.1 million from approximately RMB398.4 million over the same period a year ago. Meanwhile, the Company's net profit grew significantly from approximately RMB90.8 million in 2008 to RMB148.3 million in 2009 and RMB263.9 million in 2010, representing annual increases of 63.3% and 78.0%, respectively. Net profit for the six months ended 30 June 2011 surged by 61.2% period-on-period to approximately RMB179.1 million.

The Company sells its products through an extensive sales network. The network comprises both self-operated retail points and retail points operated by third-party retailers in 244 cities across 31 provinces, autonomous regions and municipalities in China. As at 30 September 2011, China Outfitters had 416 self-operated retail points in major cities, such as Beijing, Shanghai, Chengdu and Shenzhen. These retail points comprised mostly concession counters, consignment stores and self-operated stores. The Company also had 590 retail points operated by third-party retailers in other cities, such as Hohhot, Urumqi and Zhengzhou. These retail points comprised retail stores and concession counters. China Outfitters' strategic retail network has enabled the Company to effectively penetrate the vast PRC menswear market.

China Outfitters has successfully introduced Everbright Private Equity, KKR China Apparel Limited, and The Sequoia Funds as the Cornerstone investors of the Company. The total number of Offer Shares to be acquired by the Cornerstone Investors would be 523,174,000, representing approximately 15.27% of the Shares in issue and outstanding upon the completion of the Global Offering (assuming the Over-allotment Option is not exercised)

Mr. Yongli Zhang, Chief Executive Officer and Executive Director of China Outfitters said, "For many years, China Outfitters has been devoted to pursuing a multi-brand strategy, expanding a balanced network of retail points, optimizing its multi-faceted sales and retail model, and improving supply chain efficiency, by which our operations are characterized. We will keep on offering high-quality apparel products to attract middle-to-high end consumers, while introducing more new brands to specifically defined consumer groups to enrich our product portfolio and operations."

Mr. Peter Lo, Chairman and Executive Director of China Outfitters said, “China Outfitters has succeeded in bringing international lifestyles and attitudes into China through men’s casual wear fashion. We are confident that China Outfitters will continue to benefit from China’s robust economic growth and the increasing purchasing power of our target customers. We will leverage our strength in brand selection, management and product design to enhance profitability in the fast-growing men’s casual wear market in China. The proposed listing of China Outfitters will enable us to tap into international capital markets, boost our capital base and further strengthen our leading position in China’s mid-to-high end menswear industry.”

#

Where to collect the application forms:

For the Hong Kong Public Offering, white application forms and prospectuses can be obtained from UBS AG, Hong Kong Branch, BOCI Asia Limited, Daiwa Capital Markets Hong Kong Limited, ICBC International Securities Limited, The Royal Bank of Scotland N.V., Hong Kong Branch, BNP Paribas Capital (Asia Pacific) Limited, CCB International Capital Limited, Guotai Junan Securities (Hong Kong) Limited, First Shanghai Securities Limited, Kingsway Financial Services Group Limited or any of the designated branches of The Hongkong and Shanghai Banking Corporation Limited.

Applicants may also complete electronic applications under the White Form eIPO service through the designated website www.hkeipo.hk.

Yellow application forms can be obtained from the Hong Kong Securities Clearing Company Limited or from the applicant's stockbroker.

Company photos (Please click below link to download)

http://ftp.hillandknowlton.com.hk/China_Outfitters/About_Company/Photos.zip

For further enquiries, please contact Hill and Knowlton Asia Ltd.

Anna Chan

Tel: (852) 2894 6262

Email: anna.chan@hillandknowlton.com.hk

James Wong

Tel: (852) 2894 6216

Email: james.wong@hillandknowlton.com.hk

China Outfitters Holdings Limited Offering Statistics

No. of Offer Shares	: 691,560,000 shares (Including 211,800,000 Sales Shares by the Selling Shareholders and subject to the over-allotment option)
No. of International Offer Shares	: 622,404,000 shares (Including 211,800,000 Shares offered by the Selling Shareholders, subject to adjustment and the over-allotment option)
No. of Hong Kong Offer Shares	: 69,156,000 new shares (Subject to adjustment)
Offer Price	: HK\$1.64 per share
Market Capitalisation	: HK\$5,619.5 million (Assuming no exercise of the over-allotment option and the options granted under the Pre-IPO Share Option Scheme and options which may be granted under the Share Option Scheme)
Dealing of Shares Expected to Commence	: Friday, 9 December 2011
Stock Code	: 1146
Board Lot	: 2,000 shares