

Unless otherwise defined herein, capitalized terms used in this announcement shall have the same meanings as those defined in the Prospectus dated October 19, 2016 (the “**Prospectus**”) issued by JNBY Design Limited (the “**Company**”).

Hong Kong Exchanges and Clearing Limited, The Stock Exchange of Hong Kong Limited (the “**Stock Exchange**”) and Hong Kong Securities Clearing Company Limited (“**HKSCC**”) take no responsibility for the contents of this announcement, make no representation as to its accuracy or completeness and expressly disclaim any liability whatsoever for any loss howsoever arising from or in reliance upon the whole or any part of the contents of this announcement.

This announcement is for information purposes only and does not constitute an offer or an invitation to induce an offer by any person to acquire, purchase or subscribe for the shares or other securities of the Company. Potential investors should read the Prospectus for detailed information about the Company and the Global Offering described below before deciding whether or not to invest in the Offer Shares.

This announcement is not for release, publication, distribution, directly or indirectly, in or into the United States (including its territories and possessions, any state of the United States and the District of Columbia). This announcement does not constitute and is not an offer to sell or a solicitation of any offer to buy securities in Hong Kong, the United States or any other jurisdiction. The Shares 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 in the United States absent registration under the U.S. Securities Act or except pursuant to an applicable exemption from, or in a transaction not subject to, the registration requirements of the U.S. Securities Act. There is not and it is not currently intended for there to be any public offering of securities of the Company in the United States.

In connection with the Global Offering, CCB International Capital Limited as stabilizing manager (the “**Stabilizing Manager**”), its affiliates or any person acting for it, on behalf of the Underwriters, may effect transactions with a view to stabilizing or supporting the market price of the Shares at a level higher than that which might otherwise prevail for a limited period after the Listing Date. However, there is no obligation on the Stabilizing Manager, its affiliates or any person acting for it, to conduct any such stabilizing action, which, if commenced, will be done at the sole and absolute discretion of the Stabilizing Manager, its affiliates or any person acting for it, and may be discontinued at any time. Any such stabilizing activity is required to be brought to an end on the 30th day after the last day for the lodging of applications under the Hong Kong Public Offering, being November 23, 2016. Such stabilization action, if commenced, may be effected in all jurisdictions where it is permissible to do so, in each case in compliance with all applicable laws, rules and regulatory requirements, including the Securities and Futures (Price Stabilizing) Rules (Chapter 571W of the Laws of Hong Kong), as amended, made under the Securities and Futures Ordinance (Chapter 571 of the Laws of Hong Kong).

Potential investors should be aware that stabilizing action cannot be taken to support the price of the Shares for longer than the stabilization period which begins on the Listing Date and is expected to expire on the 30th day after the last day for the lodging of the applications under the Hong Kong Public Offering. After this date, no further stabilizing action may be taken, demand for the Shares, and therefore the price of the Shares, could fall.

JNBY Design Limited

江南布衣有限公司

(Incorporated in the Cayman Islands with limited liability)

GLOBAL OFFERING

- Number of Offer Shares under the Global Offering** : 125,000,000 Shares (comprising 100,000,000 new Shares and 25,000,000 Sale Shares and subject to the Over-allotment Option)
- Number of Hong Kong Offer Shares** : 12,500,000 Shares (subject to adjustment)
- Number of International Offer Shares** : 112,500,000 Shares (comprising 87,500,000 new Shares and 25,000,000 Sale Shares and subject to adjustment and the Over-allotment Option)
- Maximum Offer Price** : HK\$7.73 per Offer Share, plus brokerage of 1.0%, SFC transaction levy of 0.0027% and Stock Exchange trading fee of 0.005% (payable in full on application in Hong Kong dollars and subject to refund)
- Nominal value** : HK\$0.01 per Share
- Stock code** : 3306

Sole Sponsor and Sole Global Coordinator



Joint Bookrunners and Joint Lead Managers



Application has been made by the Company through its sole sponsor, CCB International Capital Limited, which is located at 12/F, CCB Tower, 3 Connaught Road Central, Central, Hong Kong, to the Listing Committee of the Stock Exchange for the granting of the listing of, and permission to deal in, i) the Shares in issue and ii) the Offer Shares to be issued pursuant to the Global Offering (including any additional Shares which may be issued pursuant to the exercise of the Over-allotment Option). Assuming that the Hong Kong Public Offering becomes unconditional at or before 8:00 a.m. in Hong Kong on Monday, October 31, 2016, it is expected that dealings in the Shares on the Main Board will commence at 9:00 a.m. on Monday, October 31, 2016. In the event that the Over-allotment Option is exercised, an announcement will be made by the Company on the website of the Stock Exchange at www.hkexnews.hk and the website of the Company at www.jnbygroup.com.

The Global Offering comprises the Hong Kong Public Offering of initially 12,500,000 Shares (subject to adjustment) and the International Offering of initially 112,500,000 Shares (comprising 87,500,000 new Shares and 25,000,000 Sale Shares and subject to adjustment and the Over-allotment Option) representing 10% and 90% of the total number of Offer Shares initially being offered under the Global Offering, respectively. The allocation of the Offer Shares between the Hong Kong Public Offering and the International Offering will be subject to adjustment as described in the section headed “Structure of the Global Offering” in the Prospectus. In connection with the Global Offering, the Company is expected to grant the Over-allotment Option to the International Underwriters, which is exercisable by the Sole Global Coordinator (on behalf of the International Underwriters), to require the Company to allot and issue up to 18,750,000 additional Shares, representing 15% of the total number of Offer Shares initially available under the Global Offering.

Subject to the granting of the approval for listing of, and permission to deal in, the Shares on the Stock Exchange as well as the compliance with the stock admission requirements of HKSCC, the Shares will be accepted as eligible securities by HKSCC for deposit, clearance and settlement in CCASS with effect from the Listing Date or such other date as may be determined by HKSCC. Settlement of transactions between participants of the Stock Exchange is required to take place in CCASS on the second business day after any trading day. All activities under CCASS are subject to the General Rules of CCASS and CCASS Operational Procedures in effect from time to time. All necessary arrangements have been made to enable the Shares to be admitted into CCASS.

The Offer Price will not be more than HK\$7.73 per Offer Share and is expected to be not less than HK\$6.08 per Offer Share, unless otherwise announced. Applicants under the Hong Kong Public Offering are required to pay, on application, the maximum Offer Price of HK\$7.73 per Offer Share plus brokerage fee of 1%, SFC transaction levy of 0.0027% and Stock Exchange trading fee of 0.005%.

If the Offer Price as finally determined is less than HK\$7.73 per Offer Share, appropriate refund payments (including the brokerage, SFC transaction levy and Stock Exchange trading fee attributable to the surplus application monies) will be made to successful applicants without interest. Further details are set out in the section headed “How to Apply for Hong Kong Offer Shares — 13. Refund of Application Monies” in the Prospectus.

Applications for the Hong Kong Offer Shares will only be considered on the basis of the terms and conditions set out in the Prospectus and the Application Forms.

Applicants who would like the Hong Kong Offer Shares to be allotted in their own names should either (i) complete and sign the **WHITE** Application Forms or (ii) submit applications online through the designated website of the **HK eIPO White Form** Service Provider at www.hkeipo.hk through the **HK eIPO White Form** service. Applicants who would like the Hong Kong Offer Shares to be allotted in the name of HKSCC Nominees and deposited directly into CCASS for credit to their CCASS Investor Participant stock accounts or the stock accounts of their designated CCASS Participants maintained in CCASS should either (i) complete and sign the **YELLOW** Application Forms or (ii) give **electronic application instructions** to HKSCC via CCASS.

Copies of the Prospectus, together with the **WHITE** Application Form, may be obtained during normal business hours from 9:00 a.m. on Wednesday, October 19, 2016 until 12:00 noon on Monday, October 24, 2016 from:

1. the following office of the Hong Kong Underwriters:

**CCB International Capital
Limited**

12/F, CCB Tower, 3 Connaught Road
Central, Central, Hong Kong

CLSA Limited

18/F, One Pacific Place, 88 Queensway,
Hong Kong

2. any of the following branches of the receiving banks:

(1) Standard Chartered Bank (Hong Kong) Limited

District	Branch	Address
Hong Kong Island	Des Voeux Road Branch	Standard Chartered Bank Building, 4-4A, Des Voeux Road Central, Central
	Quarry Bay Branch	G/F, Westlands Gardens, 1027 King's Road, Quarry Bay
Kowloon	Kwun Tong Branch	G/F, 414 Kwun Tong Road, Kowloon
	Mongkok Branch	Shop B, G/F, 1/F & 2/F, 617-623 Nathan Road, Mongkok
New Territories	Tsuen Wan Branch	Shop C, G/F & 1/F, Jade Plaza, 298 Sha Tsui Road, Tsuen Wan
	Maritime Square Branch	Shop 308E, Level 3, Maritime Square, Tsing Yi

(2) The Bank of East Asia, Limited

District	Branch	Address
Hong Kong Island	Main Branch	10 Des Voeux Road Central, Central
	Wanchai Branch	Shop A-C, G/F, Easey Commercial Building, 253-261 Hennessy Road, Wanchai
Kowloon	Mei Foo Sun Chuen Branch	Shop N57, G/F, Mount Sterling Mall, Mei Foo
New Territories	Tai Po Branch	62-66 Po Heung Street, Tai Po Market, Tai Po
	Shatin Plaza Branch	Shop 3-4, Level 1, Shatin Plaza, Shatin

Copies of the Prospectus, together with the **YELLOW** Application Form, may be obtained during normal business hours from 9:00 a.m. on Wednesday, October 19, 2016 until 12:00 noon on Monday, October 24, 2016 at the Depository Counter of HKSCC at 1/F, One & Two Exchange Square, 8 Connaught Place, Central, Hong Kong or from your stockbroker.

The **WHITE** or **YELLOW** Application Form completed in accordance with the instructions printed thereon, together with a cheque or banker's cashier order payable to "Horsford Nominees Limited — JNBY Public Offer" should be deposited in the special collection boxes provided at any of the branches of the receiving banks referred to above on such dates and during such time as specified in the Application Forms as follows:

Wednesday, October 19, 2016	—	9:00 a.m. to 5:00 p.m.
Thursday, October 20, 2016	—	9:00 a.m. to 5:00 p.m.
Friday, October 21, 2016	—	9:00 a.m. to 5:00 p.m.
Saturday, October 22, 2016	—	9:00 a.m. to 1:00 p.m.
Monday, October 24, 2016	—	9:00 a.m. to 12:00 noon

Applicants applying through the **HK eIPO White Form** service may submit applications through the designated website at www.hkeipo.hk from 9:00 a.m. on Wednesday, October 19, 2016 until 11:30 a.m. on Monday, October 24, 2016 or such later time as described in the section headed "How to Apply for Hong Kong Offer Shares — 10. Effect of Bad Weather on the Opening of the Application Lists" in the Prospectus (24 hours daily, except on the last application day).

CCASS Clearing/Custodian Participants can input **electronic application instructions** at the following times on the following dates:

- Wednesday, October 19, 2016 — 9:00 a.m. to 8:30 p.m.⁽¹⁾
- Thursday, October 20, 2016 — 8:00 a.m. to 8:30 p.m.⁽¹⁾
- Friday, October 21, 2016 — 8:00 a.m. to 8:30 p.m.⁽¹⁾
- Saturday, October 22, 2016 — 9:00 a.m. to 1:00 p.m.⁽¹⁾
- Monday, October 24, 2016 — 8:00 a.m.⁽¹⁾ to 12:00 noon

Note:

1. These times are subject to changes as HKSCC may determine from time to time with prior notification to CCASS Clearing/Custodian Participants.

CCASS Investor Participants can input **electronic application instructions** from 9:00 a.m. on October 19, 2016 until 12:00 noon on October 24, 2016 (24 hours daily, except from 3:00 a.m. on Saturday, October 22, 2016 to 12 noon on Monday, October 24, 2016).

Please refer to the sections headed “Structure of the Global Offering” and “How to Apply for Hong Kong Offer Shares” in the Prospectus for details of the conditions and procedures of the Hong Kong Public Offering.

The Company expects to announce the final Offer Price, the level of indication of interest under the International Offering, the level of applications under the Hong Kong Public Offering and the basis of allocation of Hong Kong Offer Shares on or before Friday, October 28, 2016 in the South China Morning Post (in English) and the Hong Kong Economic Times (in Chinese), and on the website of the Company at **www.jnbygroup.com** and the website of the Stock Exchange at **www.hkexnews.hk**.

The results of allocations (with the successful applicants’ identification document numbers, where applicable) under the Hong Kong Public Offering will be made available from Friday, October 28, 2016 through a variety of channels at the times and dates and in the manner specified in the section headed “How to Apply for Hong Kong Offer Shares — 11. Publication of Results” in the Prospectus.

The Company will not issue temporary documents of title or receipt for application fees received. Share certificates will only become valid certificates of title at 8:00 a.m. on Monday, October 31, 2016 provided that the Hong Kong Public Offering has become unconditional in all respects and the right of termination described in the section headed “Underwriting — Underwriting Arrangements and Expenses — Hong Kong Public Offering — Grounds for Termination” in the Prospectus has not been exercised.

Assuming that the Hong Kong Public Offering has become unconditional in all respects and the Hong Kong Underwriting Agreements are not terminated in accordance with the terms therein at or before 8:00 a.m. on Monday, October 31, 2016, dealings in the Shares on the Stock Exchange are expected to commence at 9:00 a.m. on Monday, October 31, 2016. The Shares will be traded in board lots of 500 Shares each. The stock code of the Shares will be 3306.

By Order of the Board of Directors
JNBY Design Limited
Wu Jian
Chairman

Hong Kong, October 19, 2016

As at the date of this announcement, Mr. Wu Jian, Ms. Li Lin and Mr. Li Ming are the executive Directors; Mr. Wei Zhe and Mr. Zhang Beili are the non-executive Directors; and Mr. Lam Yiu Por, Ms. Han Min and Mr. Hu Huanxin are the independent non-executive Directors.

Please also refer to the published version of this announcement in the South China Morning Post (in English) and the Hong Kong Economic Times (in Chinese).