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江南布衣⁺

JNBY Design Limited

江南布衣有限公司

(Incorporated in the Cayman Islands with limited liability)

(Stock Code: 3306)

VOLUNTARY ANNOUNCEMENT

LAUNCH OF A NEW BRAND

This announcement is made by JNBY Design Limited (the “**Company**”, together with its subsidiaries, the “**Group**”) on a voluntary basis.

The Company is pleased to announce that the Group has launched “**SAMO**”, a new menswear designer apparel brand in China in pursuit of the Group’s branding strategy and horizontal expansion of business through diversification of its brand portfolio. Embracing “Simplified, but better” as its brand philosophy, SAMO’s targeted customers are consummate professionals. Presenting a design concept of “Elegant, Simplified, Charming and Versatile”, SAMO offers modern men with vibrant and classic fashion wears and accessories which fulfill their needs on various occasions.

The directors of the Company consider that the launch of the new brand is an important step for the Group to implement its multi-brand business strategy and expand horizontally into a segmented menswear market, which will help diversify the Group’s brand portfolio and overall business, enhancing the Group’s market share and thereby extending its influence in the designer brand fashion industry.

By Order of the Board of
JNBY Design Limited
Wu Jian
*Chairman and Executive
Director*

Hong Kong, April 20, 2018

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