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江南布衣⁺ JNBY GROUP

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 DESIGNER BRAND COLLECTION STORE**

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 a multi-brand store brand “**LA SU MIN SO LA**” in China. This multi-brand store brand is to accommodate the designer brand in pursuit of the Group’s multi-brand expansion strategy and horizontal expansion of business through diversification of its brands and brand portfolio.

“**LA SU MIN SO LA**” is a platform for launching global designer brands. With a vision of “**Better Design, Better Life**”, it is dedicated to the nurturing of designer brands and the localised operation of international designer brands. The Group will leverage its strengths in fabric development, supply chain management and pattern production among others to help quality designer brands to enter the Chinese market. The product line of “**LA SU MIN SO LA**” will cover various categories which include clothing, shoes, bags, accessories and daily necessities, and present diverse products and concepts of designers of different styles through various art forms, creating a brand new shopping experience for fashion consumers in China.

The space and products of “**LA SU MIN SO LA**” will be divided into several aspects: i) international designer brands and their crossover products; and ii) potential new brands which the Group is nurturing and their crossover products.

The directors of the Company consider that the launch of the designer brand multi-brand store is an important trial for the Group to implement its multi-brand business strategy and expand horizontally into a segmented market, which will help to provide vitality and create synergy to its diversified brand portfolio and the 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, December 13, 2018

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