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# 江南布衣<sup>+</sup> 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 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 a new designer fashion brand for men, “**A PERSONAL NOTE 73**”, in China. This brand is in pursuit of the Group’s multi-brand expansion strategy and horizontal expansion of business through diversification of its brands and brand portfolio. With “All about Personality” as its brand philosophy, the target group of clients of A PERSONAL NOTE 73 is the young community with sharp standard and judgement on uniqueness, sense of design and cultural attractiveness, and its design philosophy is “High Street, Individualistic, Chic, Stylish”. By combining the characteristics of diversified cultures, stylish and art, this brand will adopt a playful way to capture the taste of classic and reappear it in a modern aspect, so as to provide fashion and accessories that are full of fresh idea to the young community nowadays.

The directors of the Company consider that the launch of a new brand is an important initiative for the Group to implement its multi-brand business strategy and expand horizontally the men’s apparel market, which will help to provide vitality and create synergy to its diversified brand portfolio and the overall business, enhance the Group’s market share and thereby extend 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, 26 February 2019

*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 director of the Company is Mr. Wei Zhe; and the independent non-executive directors of the Company are Mr. Lam Yiu Por, Ms. Han Min and Mr. Hu Huanxin.*