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361 Degrees International Limited
361度國際有限公司

(Incorporated in the Cayman Islands with limited liability)

(Stock Code: 1361)

RESULTS OF THE *361°* KIDS 2017 WINTER TRADE FAIR

This announcement is published on a voluntary basis by the board of directors (the "**Board**") of 361 Degrees International Limited ("***361°***" or the "**Company**", together with its subsidiaries, the "**Group**") on the results of *361°* Kids 2017 Winter Trade Fair, which was successfully held at the Group's Wuli Industrial Complex in Jinjiang City.

We are pleased to announce that the trade fair order value (at wholesale value) of the *361°* kids for the fourth quarter of 2017 achieved satisfactory result by recording a high teens increase, on a year-on-year basis. Such order value growth represented the twelfth consecutive quarterly improvement since the first quarter of 2015.

361° Kids, an independently-run business unit within the Group, principally offers sporting footwear, apparel and accessories products catered for children aged three to 12. At the 2017 Winter Trade Fair, orders contribution from footwear, apparel, and accessories account for 38.2%, 60.7% and 1.1%, respectively. Footwear achieved low teens growth in the volume and mid single digit growth in the average selling price (the "**ASP**"). Apparel showed a mid twenties growth in the volume but no improvement in the ASP. The children underwear series continue to be well received by parents and kids by its superior fabric and functionality.

By order of the Board
361 Degrees International Limited
Ding Huihuang
Chairman

Hong Kong, 3 July, 2017

As at the date of this announcement, the Directors are:

Executive Directors: *Mr. Ding Wuhao, Mr. Ding Huihuang (Chairman), Mr. Ding Huirong and Mr. Wang Jiabi*

Independent non-executive Directors: *Mr. Tsui Yung Kwok and Dr. Liao Jianwen and Mr. Li Yuen Fai Roger.*