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DICKSON CONCEPTS (INTERNATIONAL) LIMITED  
迪生創建(國際)有限公司\*  
(incorporated in Bermuda with limited liability)

**(Stock Code: 0113)**

## **ANNOUNCEMENT PURSUANT TO RULE 13.09(1) OF THE LISTING RULES**

This announcement is made pursuant to Rule 13.09(1) of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited.

The Board announces that TH Licensing has agreed to (i) extend its licence to the Company for the sale of the Licensed Products under the brand name of “Tommy Hilfiger” in the Territories to 31st March, 2019 with the exception of the Excluded Territory; and (ii) early terminate its licence to the Company for the sale of the Licensed Products in the Excluded Territory from the Termination Date. TH Licensing will pay US\$21 million to the Company on the Termination Date.

This announcement is made pursuant to Rule 13.09(1) of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited.

The board of directors (“the Board”) of Dickson Concepts (International) Limited (“the Company”) announces that on 31st March, 2010, Tommy Hilfiger Licensing LLC (“TH Licensing”) has agreed to (i) extend its licence to the Company for the sale of products under the brand name of “Tommy Hilfiger” (“the Licensed Products”) in Hong Kong, Macau, Taiwan, Singapore and Malaysia (“the Territories”) to 31st March, 2019 with the exception of China (“the Excluded Territory”); and (ii) early terminate its licence to the Company for the sale of the Licensed Products in the Excluded Territory from 1st March, 2011, or such other date as the parties may otherwise agree in writing (“the Termination Date”). TH Licensing will pay US\$21 million to the Company (together with its subsidiary companies, “the Group”) on the Termination Date.

Notwithstanding the early termination of the licence for the sale of the Licensed Products in the Excluded Territory, the Group will continue the further development of the Tommy Hilfiger business in the Territories, as well as its other luxury brandname businesses such as Brooks Brothers, S.T. Dupont and Tod's and its Seibu and Harvey Nichols department store operations. Moreover, the Group will continue to seek new brands to add to its portfolio, thereby creating additional revenue and profit streams to further enhance shareholder value.

As at the date of this announcement, the Board comprises :-

***Executive Directors:***

Dickson Poon (*Group Executive Chairman*)

Raymond Lee (*Deputy Chairman and  
Chief Executive Officer*)

Chan Tsang Wing, Nelson

Edwin Ing

Lau Yu Hee, Gary

Ng Chan Lam

***Independent Non-Executive Directors:***

Bhanusak Asvaintra

Nicholas Peter Etches

Christopher Patrick Langley, OBE

By Order of the Board  
**Or Suk Ying, Stella**  
*Company Secretary*

Hong Kong, 31st March, 2010

*\* For identification purposes only*