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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 OF THE  
LISTING RULES AND INSIDE INFORMATION PROVISIONS UNDER  
PART XIVA OF THE SECURITIES AND FUTURES ORDINANCE**

This announcement is made pursuant to Rule 13.09 of the Listing Rules and the Inside Information Provisions (as defined under the Listing Rules) under Part XIVA of the SFO.

The Board announces that RRC and AEM have agreed to early terminate its licence to the Company for the sale of the Licensed Products under the brand name of “American Eagle Outfitters” in the Territories as from the Termination Date. RRC and AEM will pay US\$10 million to the Company on or before the Termination Date.

This announcement is made pursuant to Rule 13.09 of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited (“the Listing Rules”) and the Inside Information Provisions (as defined under the Listing Rules) under Part XIVA of the Securities and Futures Ordinance (Cap. 571, Laws of Hong Kong) (“the SFO”).

The board of directors (“the Board”) of Dickson Concepts (International) Limited (“the Company”) announces that on 4th February, 2013, Retail Royalty Company (“RRC”) and AEO Management Co. (“AEM”) have agreed to early terminate its licence to the Company (together with its subsidiary companies, “the Group”) for the sale of the products under the brand name of “American Eagle Outfitters” (“the Licensed Products”) in Hong Kong, Macau, China and other designated territories in Asia (“the Territories”) as from 31st May, 2013 (“the Termination Date”) except where if required, in respect of any existing retail store in operation in Hong Kong and China, the Company retains the rights to operate such stores up to the cessation of the relevant leases. RRC and AEM will pay US\$10 million to the Company on or before the Termination Date.

Notwithstanding the early termination of the licence for the sale of the Licensed Products in the Territories, the Group will continue the development of its other luxury brandname businesses and actively seek new investment opportunities to further enhance its strong revenue and profit streams.

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  
(*Chief Operating Officer*)

Chan Hon Chung, Johnny Pollux

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, 4th February, 2013

*\* For identification purposes only*