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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 the Licensor has agreed to extend its Licence to the Company for the sale of the Licensed Products under the brand name of “Tommy Hilfiger” in the Territories from its expiration date of 31st March, 2019 until the Closing Date. Therefore, after the Closing Date, the Group shall cease to be the licensee of the Licensed Products in the Territories. The Company and the Licensor have entered into an agreement under which, in part, the Licensor or certain of its affiliates will pay the Company or certain of its affiliates a terminal amount upon the expiration of the Licence (as extended) on the Closing Date.

Shareholders and potential investors of the Company should exercise caution when dealing in the shares of the Company.

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 Tommy Hilfiger Europe B.V. (“the Licensor”) has agreed to extend its licence (“the Licence”) to the Company (together with its subsidiary companies, “the Group”) for the sale of the products under the brand name of “Tommy Hilfiger” (“the Licensed Products”) in Hong Kong, Macau, Taiwan, Singapore and Malaysia (“the Territories”) from its expiration date of 31st March, 2019 until 30th June, 2019, subject to extension to no later than 31st December, 2019 to coincide with closing under the agreement described below (“the Closing Date”). Therefore, after the Closing Date, the Group shall cease to be the licensee of the Licensed Products in the Territories. The Company and the Licensor have entered into an agreement under which, in part, the Licensor or certain of its affiliates will pay the Company or

certain of its affiliates a terminal amount upon the expiration of the Licence (as extended) on the Closing Date.

Further announcement will be made as when required to update the Shareholders and potential investors. Notwithstanding the expiration of the Licence (as extended) on the Closing Date, the Group will continue the development of its other luxury brandname businesses and actively seek new investment opportunities to diversify and broaden its earnings base.

Shareholders and potential investors of the Company should exercise caution when dealing in the shares of the Company.

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

Executive Directors:

Dickson Poon (*Group Executive Chairman*)
Chan Hon Chung, Johnny Pollux
Lau Yu Hee, Gary
Poon Dickson Pearson Guanda

Independent Non-Executive Directors:

Bhanusak Asvaintra
Nicholas Peter Etches
Leung Kai Hung, Michael

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

Hong Kong, 25th March, 2019

** For identification purposes only*