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江南布衣⁺

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 “**REVERB**”, a brand new sustainable fashion brand in China in pursuit of the Group’s multi-brand expansion strategy and horizontal expansion of business through diversification of its brands and brand portfolio. REVERB embraces “circular fashion” as its brand philosophy, focusing on the three design concepts of “Athleisure, Genderless and Sustainability”. Carefully crafted with respect for planet and people, REVERB aims to inspire its target customers – young and fashionable millennials – to explore the future of fashion thinking.

The directors of the Company consider that the launch of the new brand is an important step for the Group to implement its multi-brand business strategy and expand horizontally into a segmented sporty chic market, which will help diversify the Group’s brand portfolio and overall business and create synergy, enhancing the Group’s market share and thereby extending 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, June 19, 2018

As at the date of this announcement, the executive Directors are Mr. Wu Jian, Ms. Li Lin and Mr. Li Ming; the non-executive Directors are Mr. Wei Zhe and Mr. Zhang Beili; and the independent non-executive Directors are Mr. Lam Yiu Por, Ms. Han Min and Mr. Hu Huanxin.