

LILANZ 利郎

(31 March 2015 – Hong Kong) (“China Lilang” or the “Company”, which together with its subsidiaries, is referred to as the “Group”; stock code: 1234) is pleased to announce the results of its 2015 Autumn Trade Fairs.

Comparing with the 2014 Autumn Trade Fairs, both the Group’s core brand “LILANZ” and sub-brand “L2” recorded low-double-digit growth in total order value at the 2015 Autumn Fair. In particular, sales orders growth of “LILANZ” continued to accelerate. Confidence level among the distributors improved as the channel inventory was brought back to a healthy level and retail sales maintained satisfactory growth. At the trade fairs, average selling prices by product category of both brands are similar to those of their 2014 Autumn collections. Delivery of the above orders is expected to commence in June 2015.

The 2015 Autumn Trade Fairs of “LILANZ” and “L2” had just been held in Jinjiang and Shanghai respectively. Over 1,000 new products of apparel, shoes and accessories were showcased in each of the trade fairs of “LILANZ” and “L2”.

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China Lilang is one of the leading PRC menswear enterprises. As an integrated fashion enterprise, the Group designs, sources, manufactures and sells high-quality business casual and fashion casual menswear. Its products are sold across an extensive distribution network, covering 31 provinces, autonomous regions and municipalities in the PRC under its core brand “LILANZ” and sub-brand “L2”. Its menswear products include jackets, suits, shirts, trousers, sweaters and accessories.

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