

(For Immediate Release)

# LILANZ 利郎

## China Lilang Announces 2013 Interim Results Adopt Prudent Operation Strategy to Maintain Sound Business Foundation

### Financial Highlights:

<i>RMB million</i>	For the six months ended 30 June		
	2013		
	1,092.5		
	436.7		
	40.0%		
	242.3		
-	20.2		
-	20.1		
-	12 HK cents		
-	<u>5 HK cents</u>		
-	17 HK cents		

- **China Lilang Limited** ("China Lilang" or the "Company", together with its subsidiaries, known as the "Group"; stock code: 1234),

percentage point to 40.0% due to the Group's success in controlling the cost of raw

its "LILANZ" stores

Lilang, said "China's economic growth continued to decelerate and the

distributors, channel inventories of last year's

first half of the year."

For the first half of 2013, sales of "LILANZ" and "L2" accounted for approximately 92.7% and 7.3% respectively of total turnover. Sales of the core brand "LILANZ" amounted to 92.7% of "L2"

of "L2" brand "L2" by focusing on trendy  
increase in the average selling price of "L2"

, the Group's

level cities. The store realignment plans for "LILANZ" and "L2" proceeded as scheduled. During the first six months, "LILANZ" had a net

31 December 2012. While "L2" has a net addition of 24 retail outlets to 276 stores, the

development team for its core brand "LILANZ" and headed by a group of designers from

suppliers so as to further control production costs, enhance products' value for money and maintain the uniqueness of the fabrics used. Restructuring of "L2" product line is

fall /winter trade fairs order. Shipment of the orders of "LILANZ" and "L2" taken at the fall

at the fall trade fair of "LILANZ"  
"L2" at the fall trade f

Chairman Wang Dong Xing concluded, "For the second half of 2013,

"For ` ' ,

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#### **About China Lilang**

the PRC under its core brand "LILANZ" and sub brand "L2". Its menswear products

**iPR Ogilvy Ltd.**