

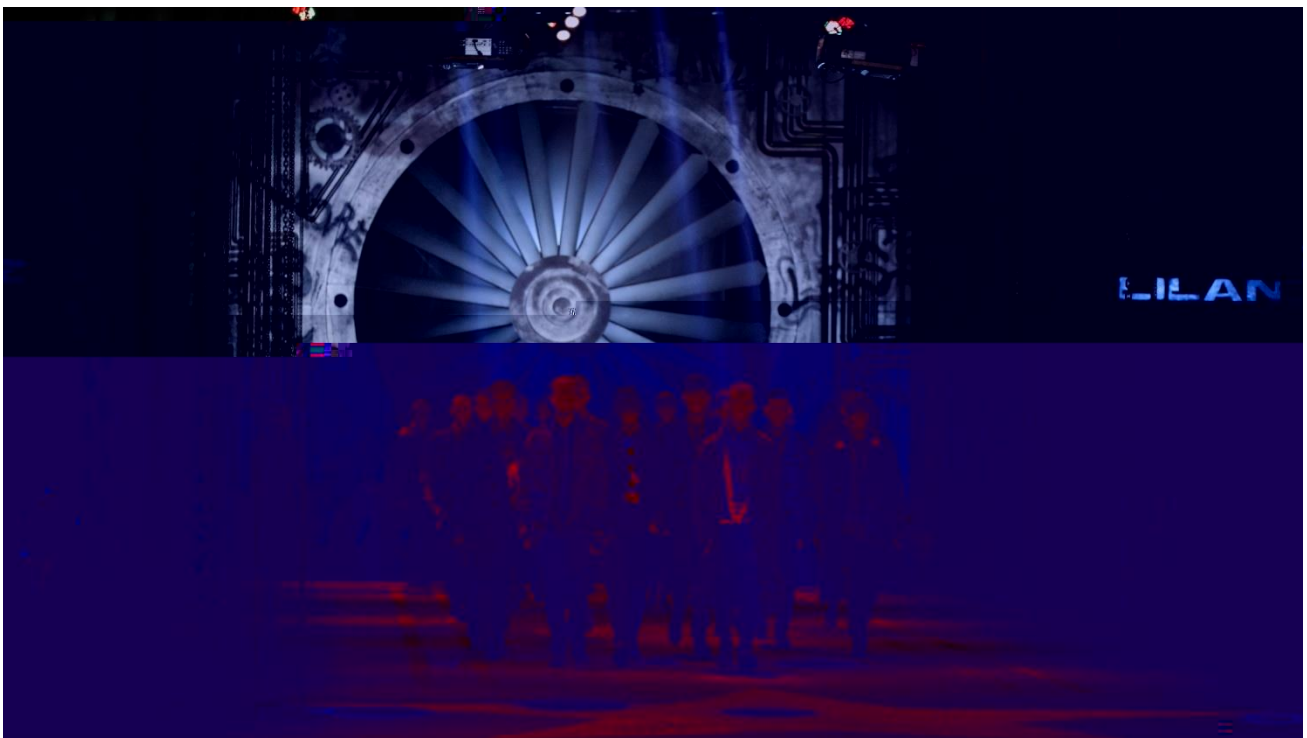
LILANZ 利郎

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(22 March 2018 – Hong Kong) (“China Lilang” or the “Company”, together with its subsidiaries, known as the “Group”; stock code: 1234) is pleased to announce the results of its 2018 Autumn Trade Fair.

The Group’s “LILANZ” brand has recorded 31% growth year-on-year in total order value (in terms of wholesale value) in its 2018 autumn trade fair, and the growth has widened from the spring and summer trade fair. This reflected the high confidence of distributors in the Group’s products as the retail sales of “LILANZ” continue to outperform other industry peers and the channel inventory is at a healthy level. The growth was mainly driven by sales volume with the average selling price by product category similar to that of last year.

In addition, the “LILANZ” stores, which have been in operation for more than 18 months by the Group’s distributors and sub-distributors, recorded about 10% same-store sales growth (at retail value) on average for the period from January to February 2018 as compared to the same period in 2017.



The above picture is the catwalk show held during LILANZ’s 2018 Autumn Trade Fair.

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China Lilang is one of the leading PRC menswear enterprises. The Group designs, sources and manufactures high-quality business and casual menswear and sells under the "LILANZ" brand across an extensive distribution network, covering 31 provinces, autonomous regions and municipalities in the PRC.

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