

(For Immediate Release)



China Lilang Limited

**China Lilang Announces 2014 Winter Trade Fair Results  
Increase in Sales Orders for Two Consecutive Seasons  
Confidence Among Distributors Improved**

(3 June 2014 Hong Kong) **China Lilang Limited**

which together with its subsidiaries, is referred to as "China Lilang Limited" or "the Group". The Group is pleased to announce the results of its 2014 Winter Trade Fairs.

Compared with the 2013 Winter Trade Fairs, the Group recorded a high-single-digit increase in the total order value at the Winter Trade Fair this year. This followed the growth in the total order value for the brand at the 2014 Autumn Trade Fair. Meanwhile, the Group recorded a low-double-digit growth in total order value at the Winter Trade Fair this year. The results show the improvement in confidence level among the distributors. At the trade fairs, the Group, respectively recorded a mid-single-digit and a low single digit decrease in average selling price. These reflect the changes in product mix and also the Group's focus on improving the product quality without raising the price by the Group. Delivery of the above orders is expected to commence in August 2014.

The 2014 Winter Trade Fairs, which were held in Jinjiang and Shanghai respectively. Over 1,000 new products of apparel, shoes and accessories were

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