



China Lilang Announces 2024 Interim Results

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Revenue Up by 7.3% to RMB1,600 Million
Net Profit Increased by 3.6% to RMB280 Million
Interim Dividend of HK18 Cents Per Share

China Lilang Limited

Mr. Wang Dong Xing, Chairman and Non-Executive Director of China Lilang, said:

“In the first half of 2024, despite the complex and challenging international environment, total retail sales in terms of consumer goods across China increased by 3.7% year-on-year, of which retail sales of apparel, footwear, headwear and knitwear increased by only 1.3% year-on-year. While the growth rate was relatively low compared to those of the national gross domestic product and total retail sales, it still underscored the market's stable development. Consumers in the clothing sector exhibited a more cautious spending behavior, leading to a rise in demand for high-value products and promotional offerings. Moreover, escalating competition among clothing brands prompted adjustments in product pricing, promotional strategies, and market positioning across the industry. In response to the challenging market environment, China Lilang has enlisted famous artists to serve as brand ambassadors, together with its diversified publicity strategies, and together with its diversified publicity strategies, China Lilang has increased the promotion of its e-commerce business, responding to the personalization needs of the new generation of consumers and their strong on cost-effectiveness. This enabled the Group to outperform its competitors and increase its market shares.”

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Mr. Wang Dong Xing, Chairman of China Lilang

“Despite the challenges in the macro environment, the Mainland China market size is huge and the overall operation of economy remains stable, and there is strong demand for high-cost-effective products, leading the Group to remain cautiously optimistic. China Lilang will continue to leverage its competitive advantages, actively adopt flexible sales strategies, strengthen its store network, and accelerate the development of new retail. The Group will also enhance its brand image and sales efficiency to further consolidate China Lilang’s leading position in the menswear industry and realize sustainable long-term growth, which in turn will enable the Group to reward its shareholders, employees and customers for their support.”

About China Lilang

「利郎」及「利郎」

