

# LILANZ 利郎

China Lilang Limited  
中國利郎有限公司

Stock Code: 1234

(Incorporated in the Cayman Islands with limited liability)



## LILANZ 利郎



## 2011 Annual Results

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contain all material information concerning China Lilang Limited (the “Company”). The Company

Company’s current views with respect to future events and financial performance. These views are

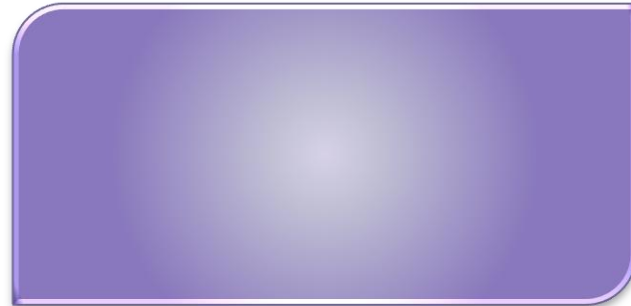
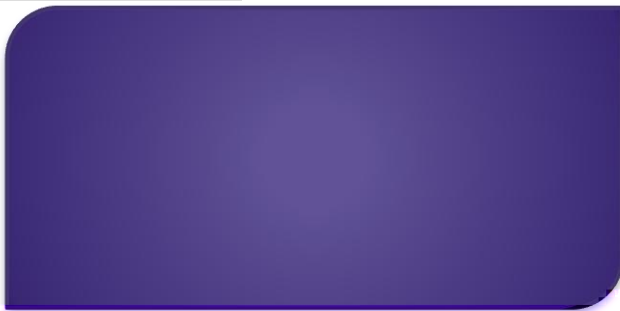
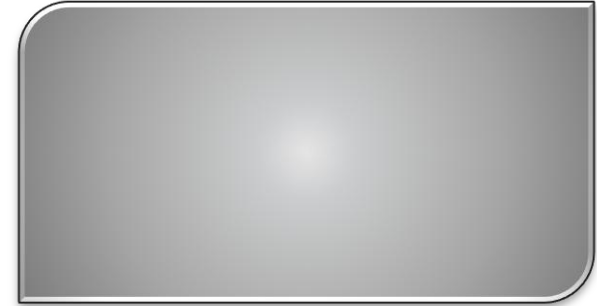
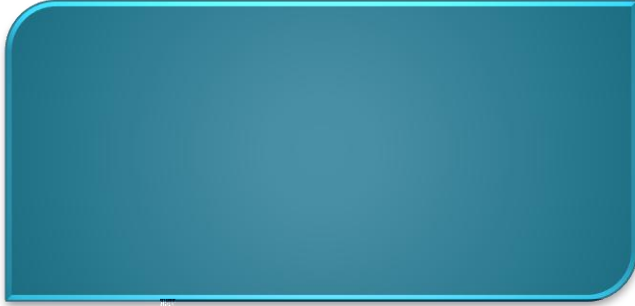
the Company’s assumptions are correct. It is not the intention to provide, and you may not rely on

# Agenda

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# Results Highlights



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## 1 Financial Highlights



# Financial Highlights

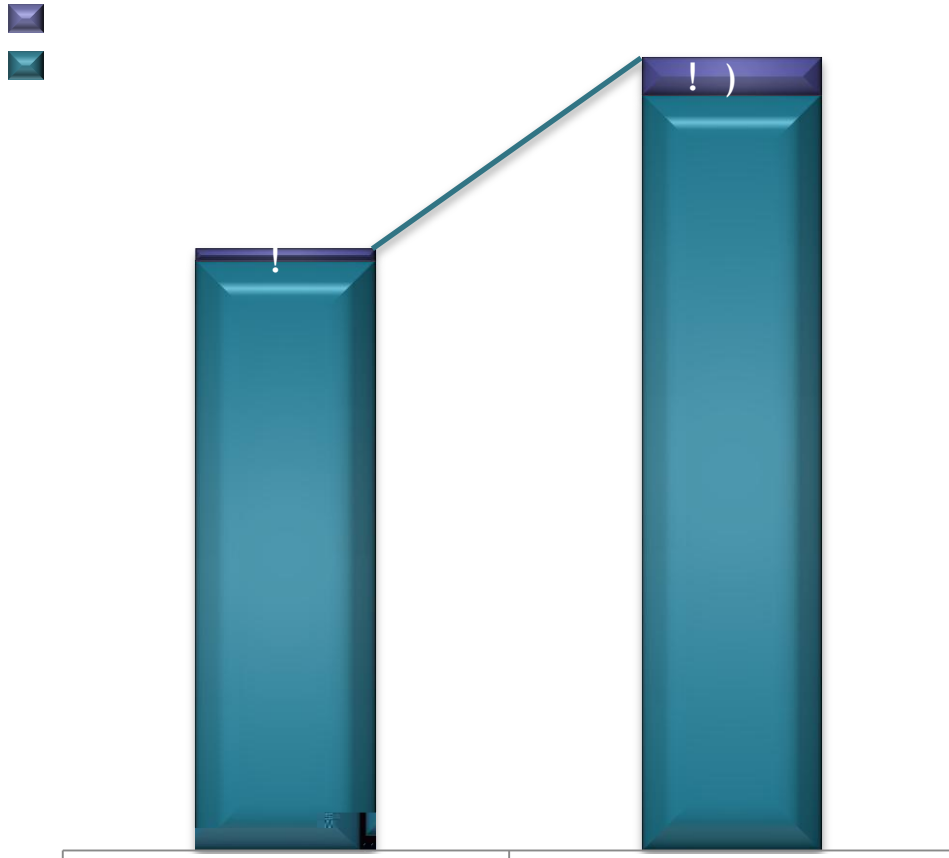
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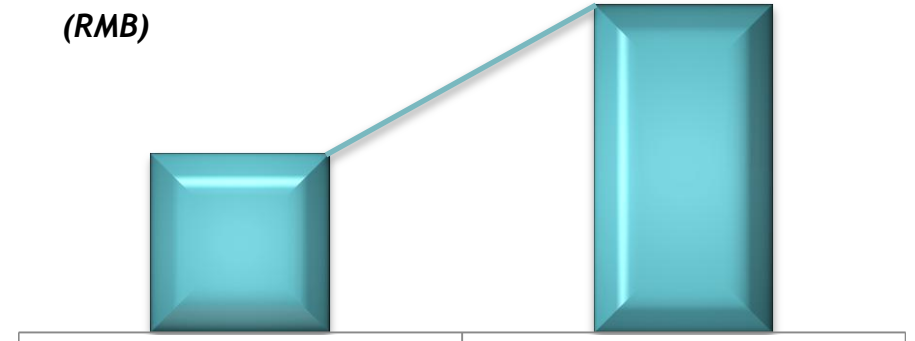
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<b>Profitability ratios</b>			
		' )	
<b>Effective tax rate (%)</b>		!	
<b>Advertising and promotional expenses (as percentage of turnover) (%)</b>		( (	

# Robust Turnover Growth

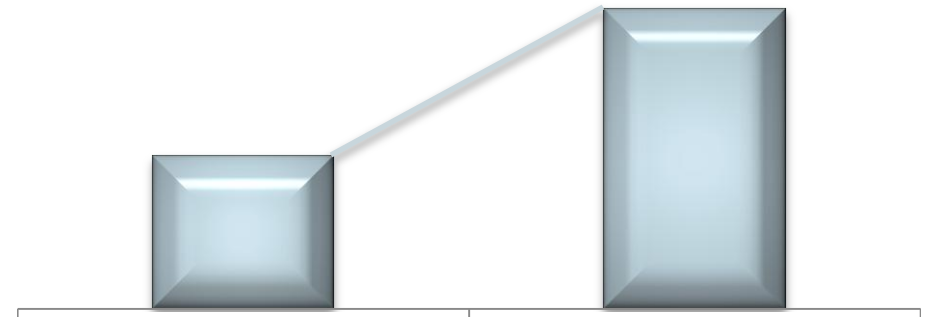
(RMB million)



(RMB)



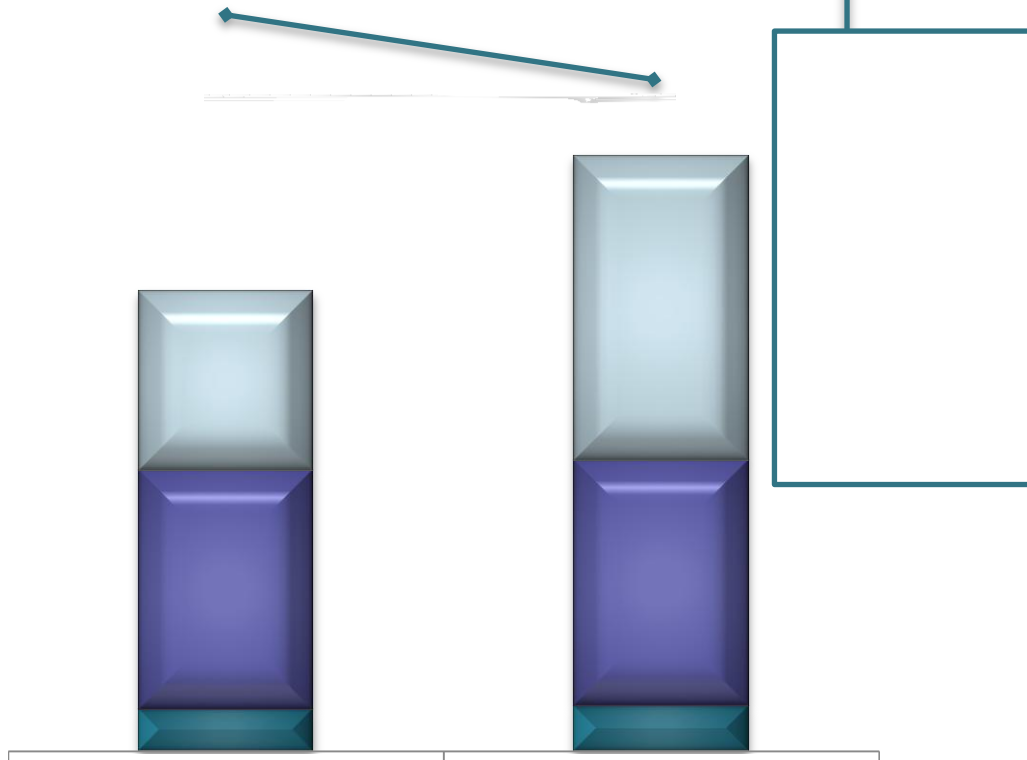
(Volume '000)



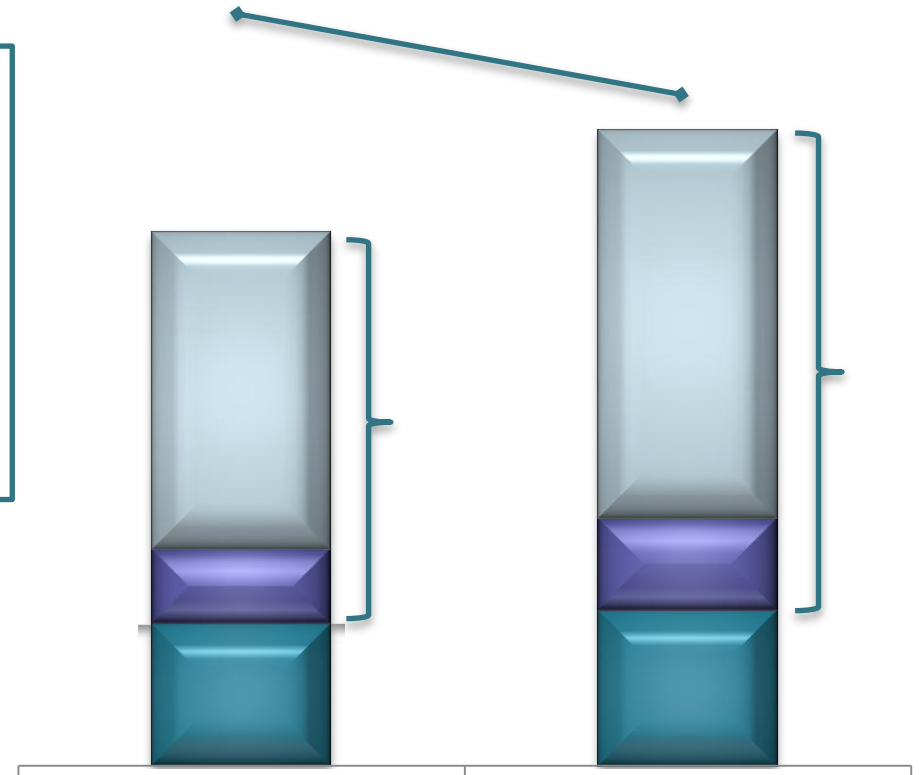
# Effective control over Cost of Sales, and SD&A



(RMB million)

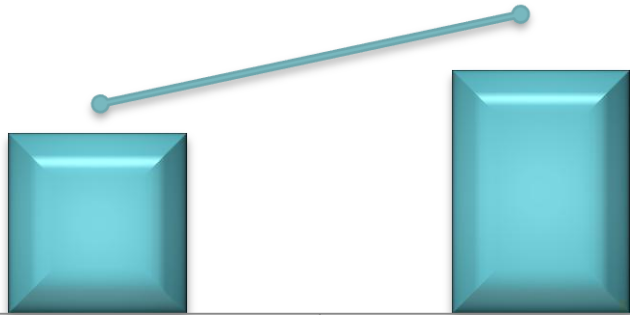


(RMB million)

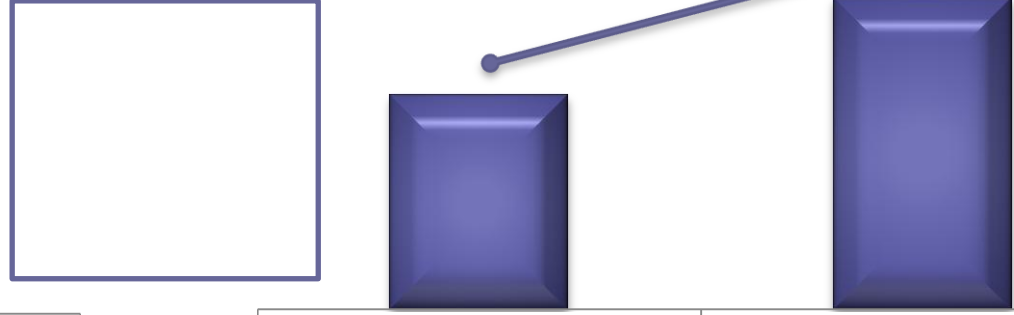


# Profit and Margins

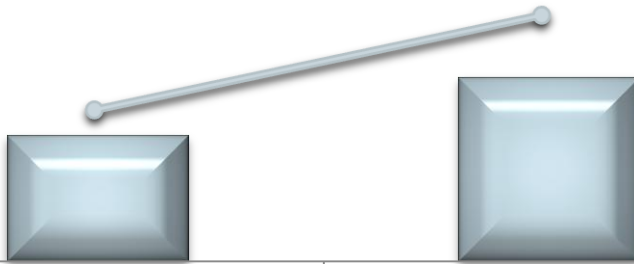
(RMB million)



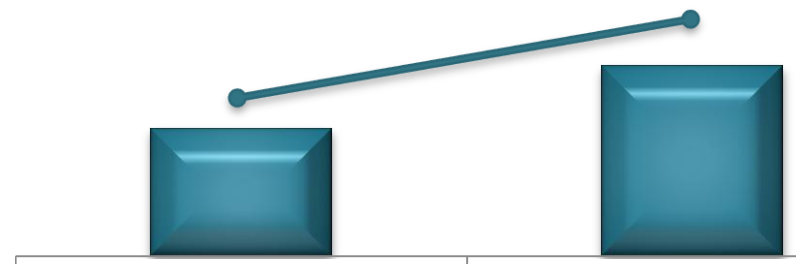
(RMB million)



(RMB million)

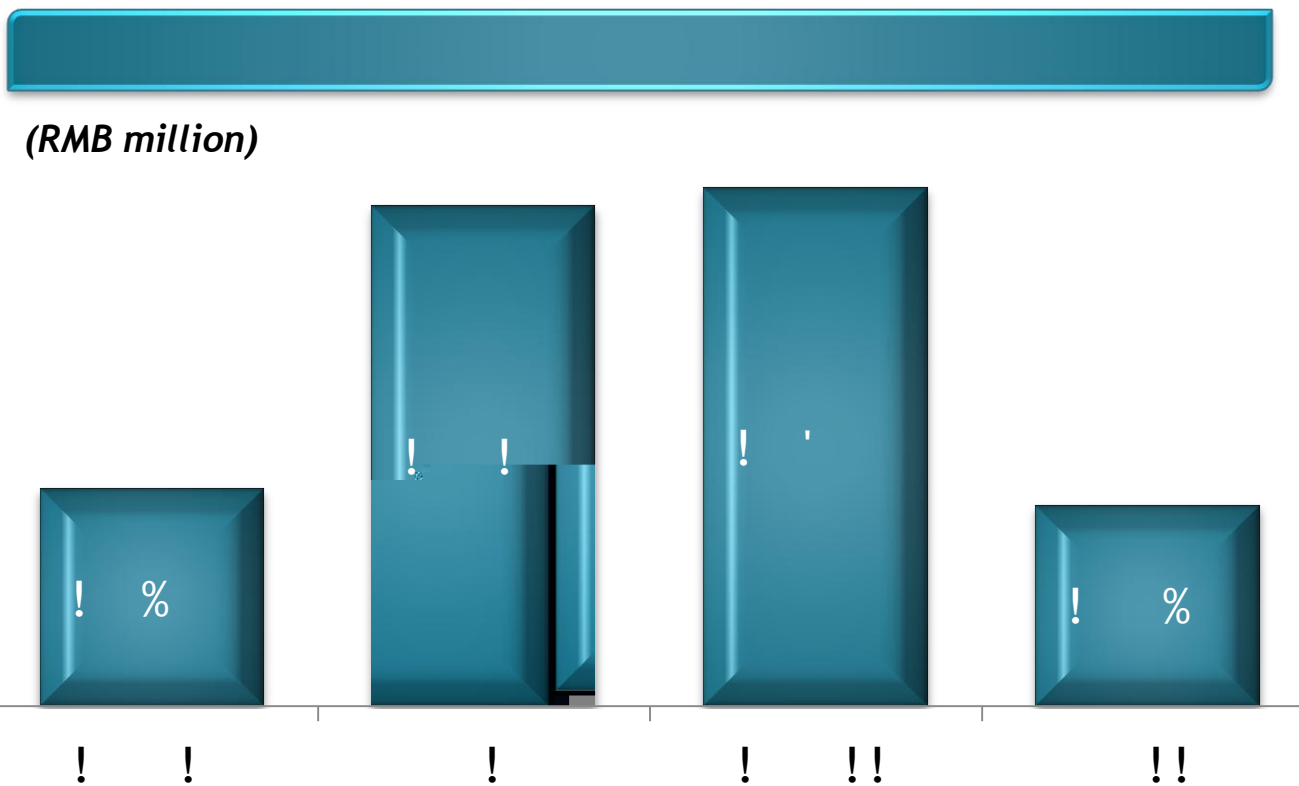


(RMB million)



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# Cash Flow Statement

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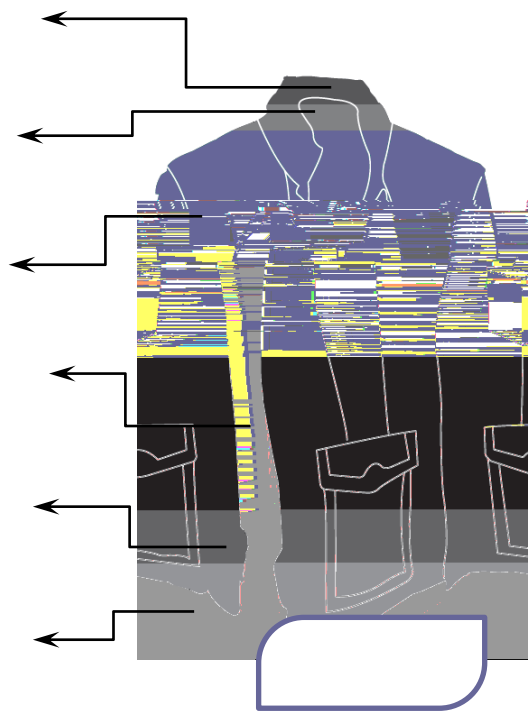
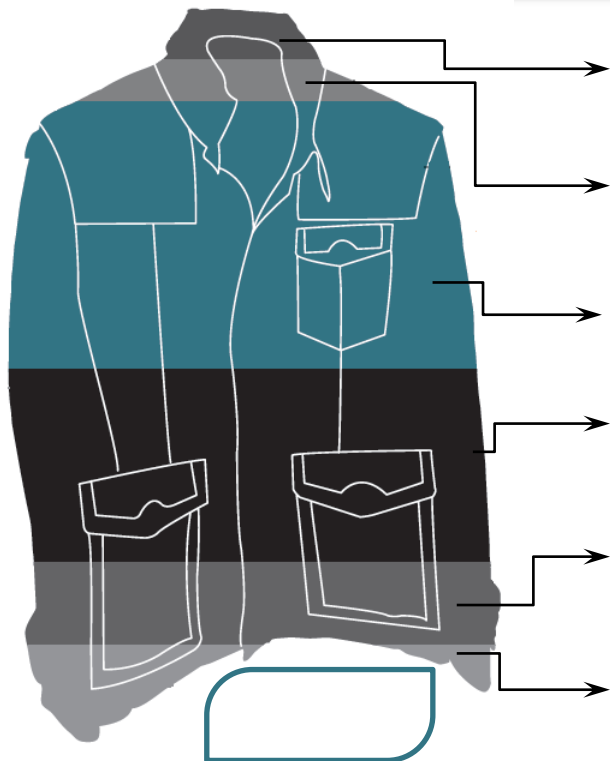
Two male models are standing in a tunnel with a series of arches. The model on the left is wearing a light-colored shirt and a dark hat. The model on the right is wearing a patterned shirt and a dark hat. The background is a dark, arched tunnel.

## 2. Business and Operational Review

- In March 2011, “LILANZ” and “L2” participated in the China Fashion Week in Beijing together for the first time ever, where the Group officially introduced “L2” as a sub
- In November 2011, “LILANZ” participated in the Beijing Fashion Week, and held its product release fashion show at “Guan” of D 1 2
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- brand “L2”, promotional strategies focused on advertising in magazines and on the

# Nationwide Distribution Network

- There were 3,032 “LILANZ” stores and 236 “L2” stores as of 31 December 2011
- “LILANZ” added 227 new stores, total retail area amounted to 326,000m<sup>2</sup>
- “L2” added 156 new stores, total retail area amounted to 25,300m<sup>2</sup>



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- As at the end of 2011, about 1,000 “LILANZ”
- All “L2” stores are connected online
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- Online sales platform for the “LILANZ” brand was launched during the year

# Product Design and Development

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- Collaborated with suppliers in the R&D of unique quality fabrics to increase the Group's products innovation,
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### 3. Prospects and Strategies



- To introduce next generation “LILANZ” store image to further enhance brand image
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- Plan to open 250 to 300 “LILANZ” stores and about 150 “L2” stores in 2012
- Open two “LILANZ” self
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## 4. Open Forum



