



LILANZ 利郎

China Lilang Limited 中國利郎有限公司

2010 Annual Results

March 2011

Limited (the "Company").

the Company's current views with respect to future events and financial performance. These will be achieved, or that the Company's assumptions are correct. It is not the intention to





Agenda

1. Financial Highlights

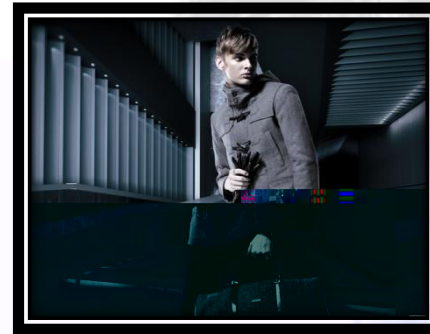
2. Business and
Operational Review

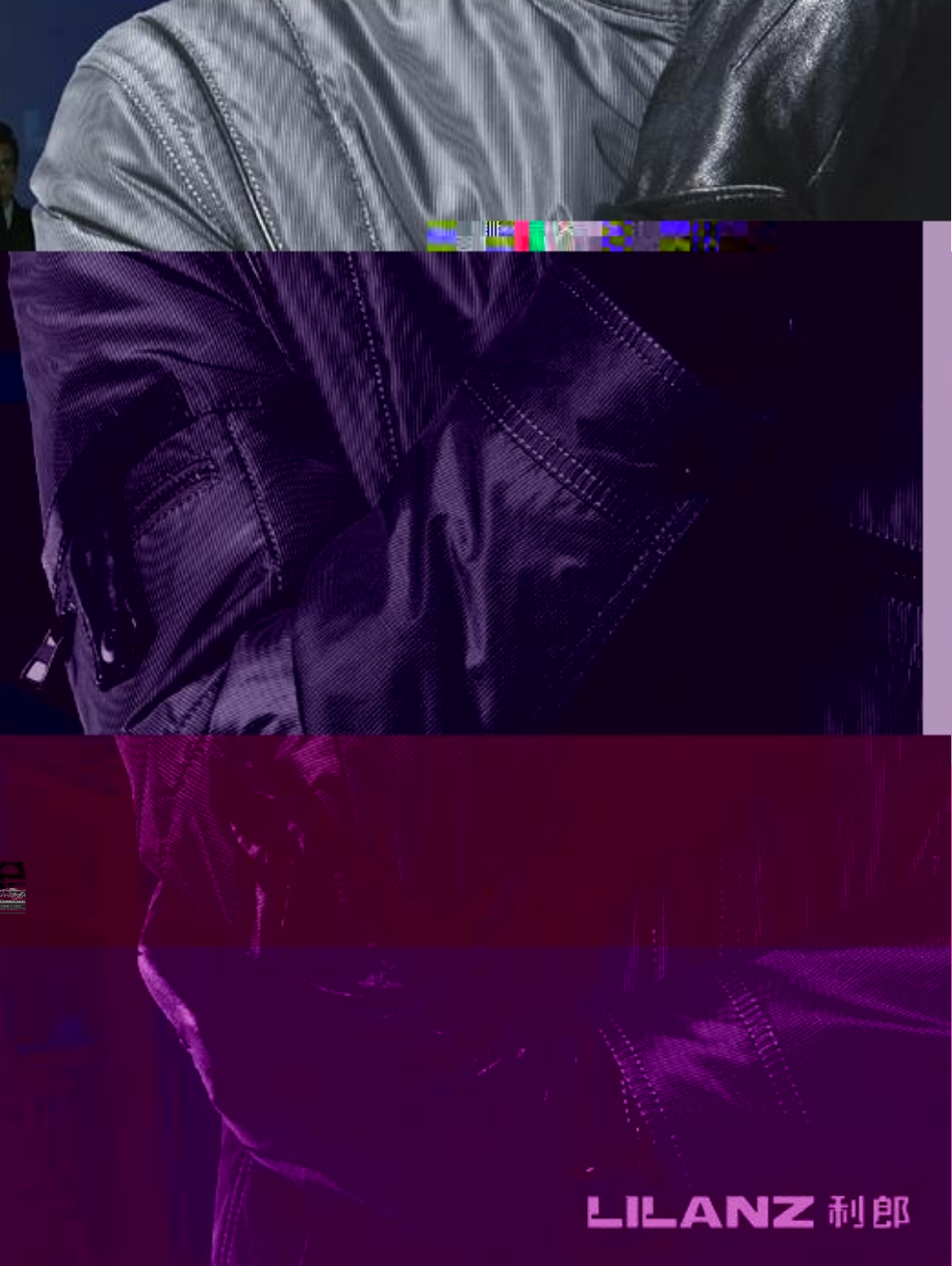
3. Prospects and Strategies

4. Open Forum

Results Highlights

Core brand, "LILANZ", had 2,805 retail stores as at the end
brand "L2" which had 80





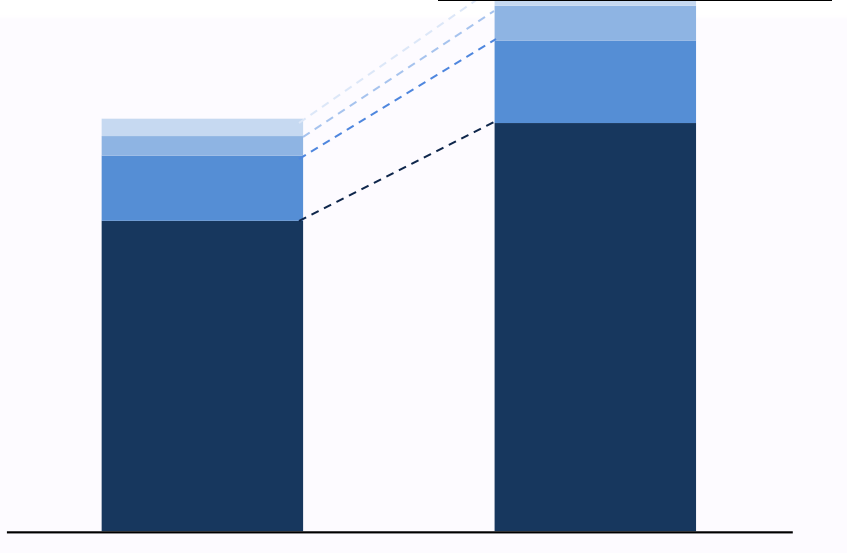
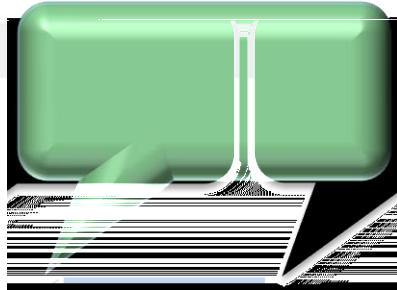
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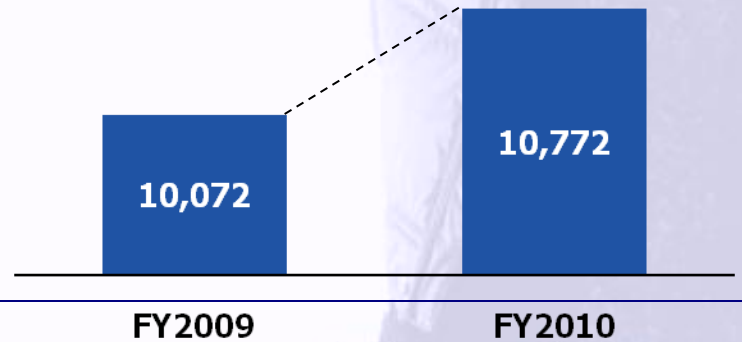
Robust Turnover Growth



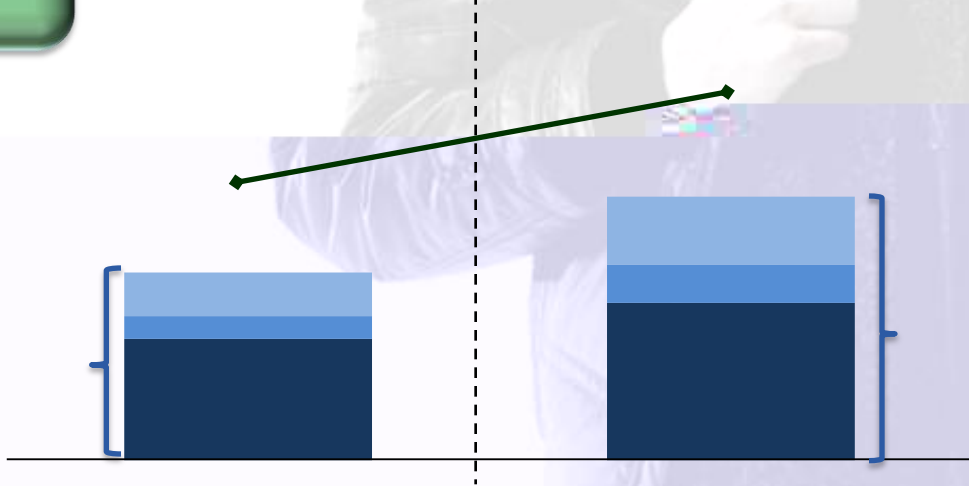
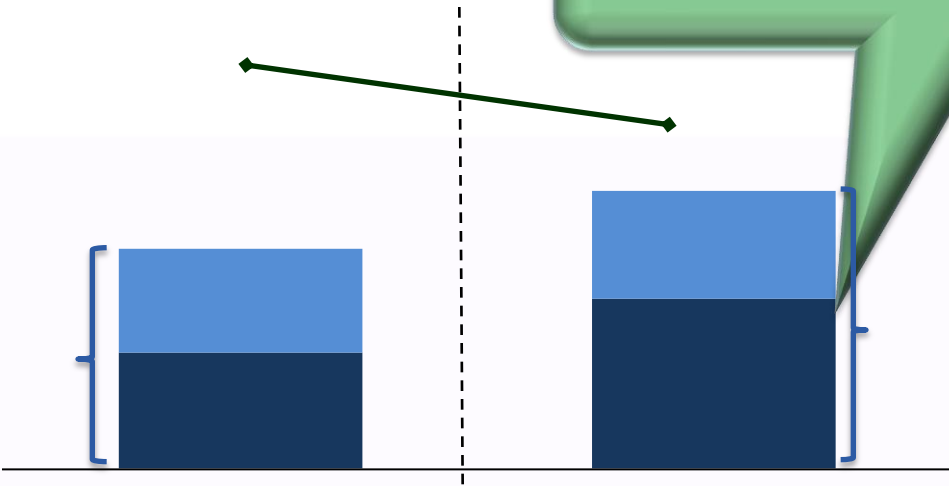
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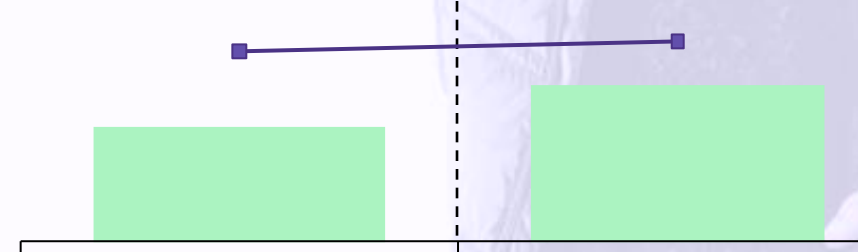
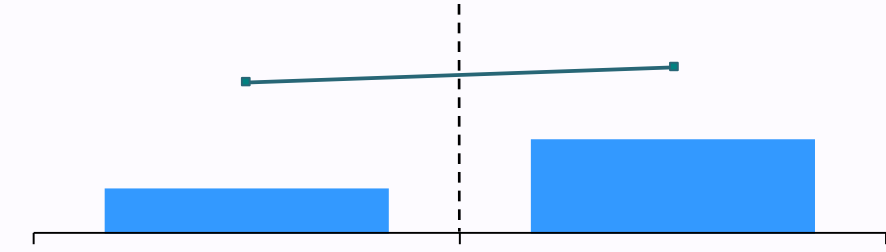
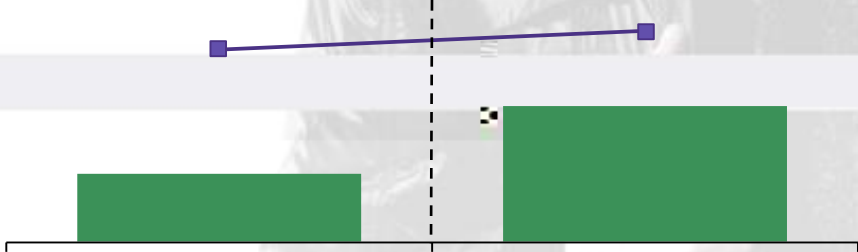
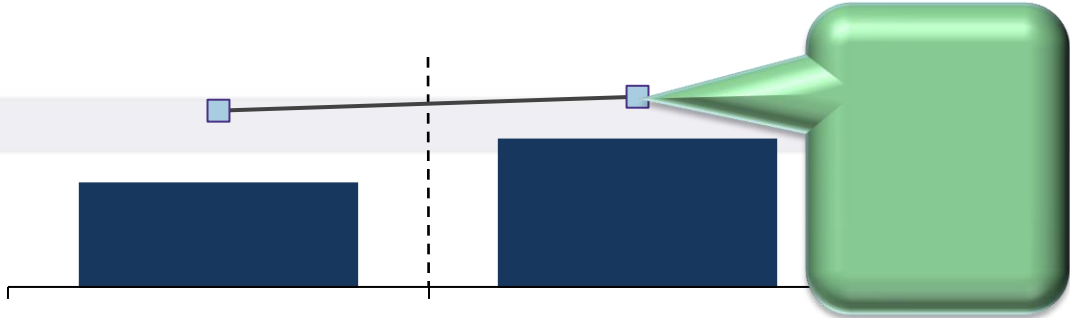
(Volume '000)



Competitive Cost Structure

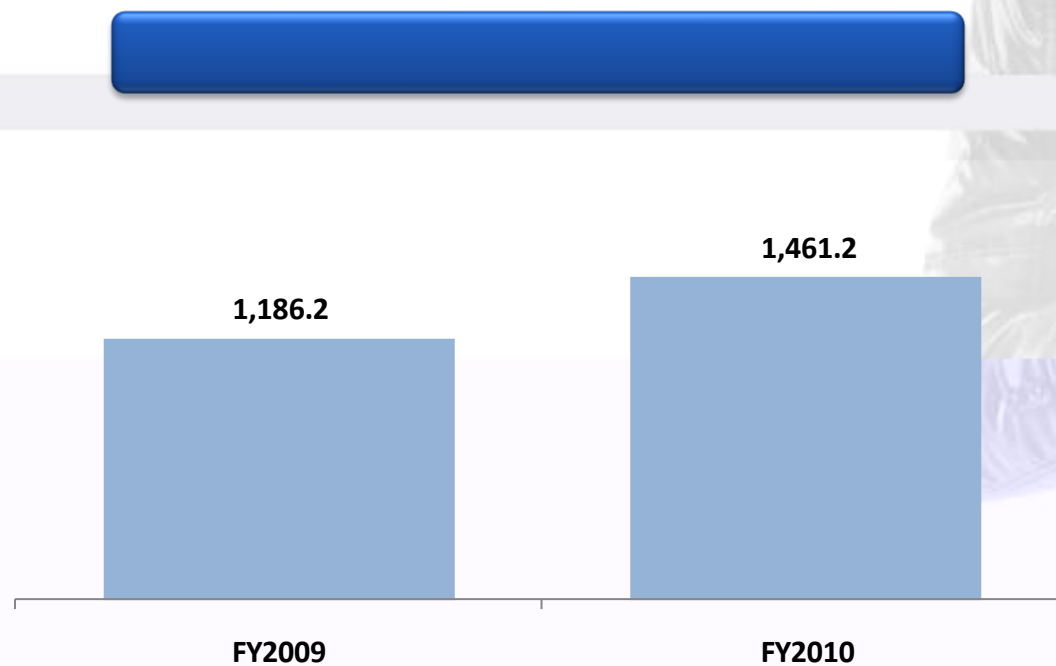


Solid Margin Expansion and Superior Profitability



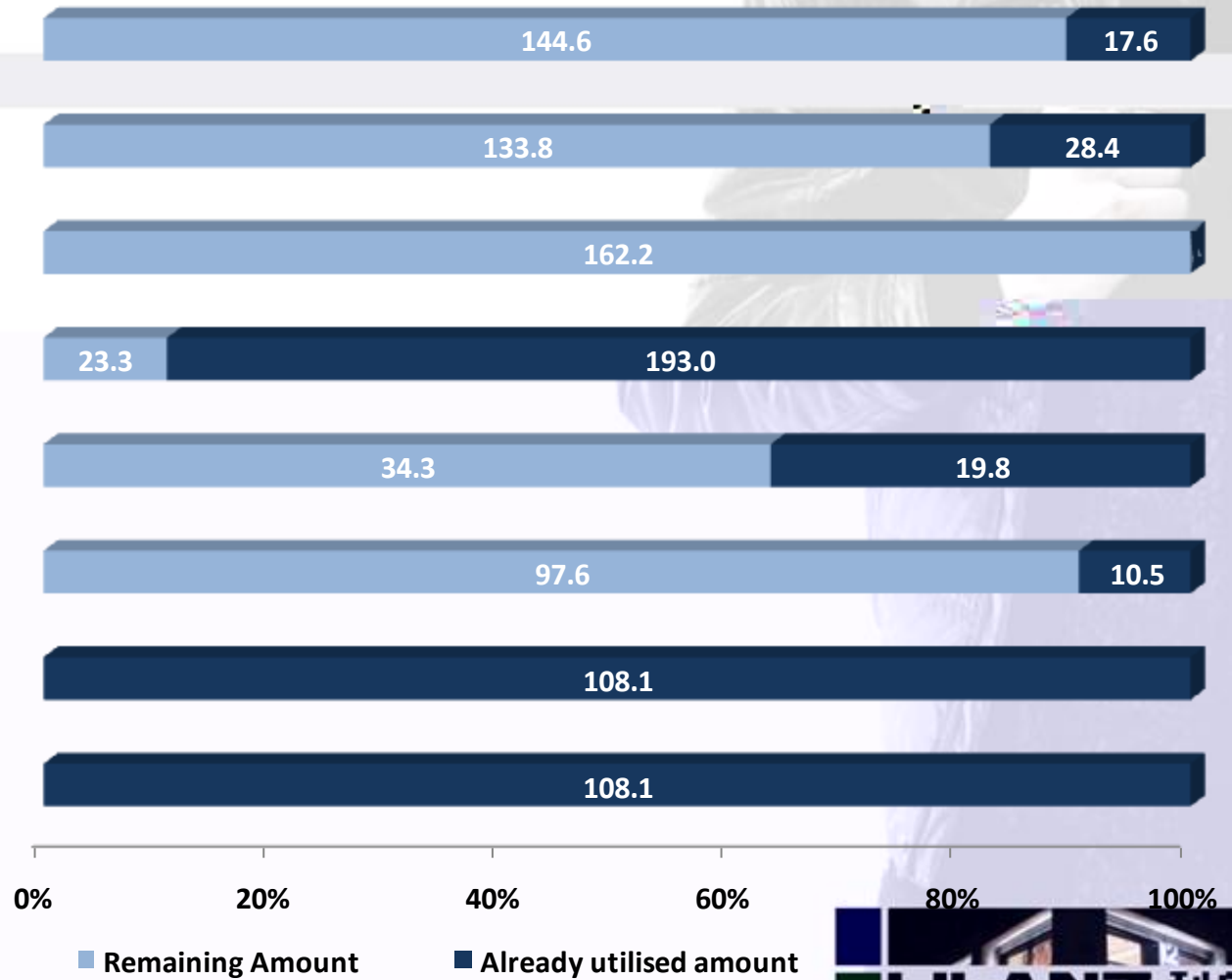
Well Managed Working Capital Cycle

Strong Cash Position



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Use of Proceeds





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Enhance Brand Value through Marketing and Promotions



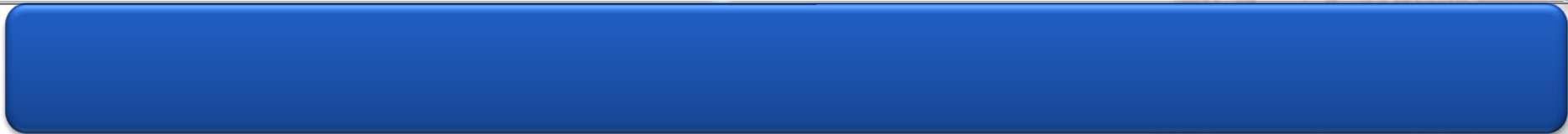
- and actively enhances the brands' values through various marketing
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- "LILANZ" brand
-) as the spokesperson for the "L2" brand
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Innovation in Retail Outlets Layout and Design

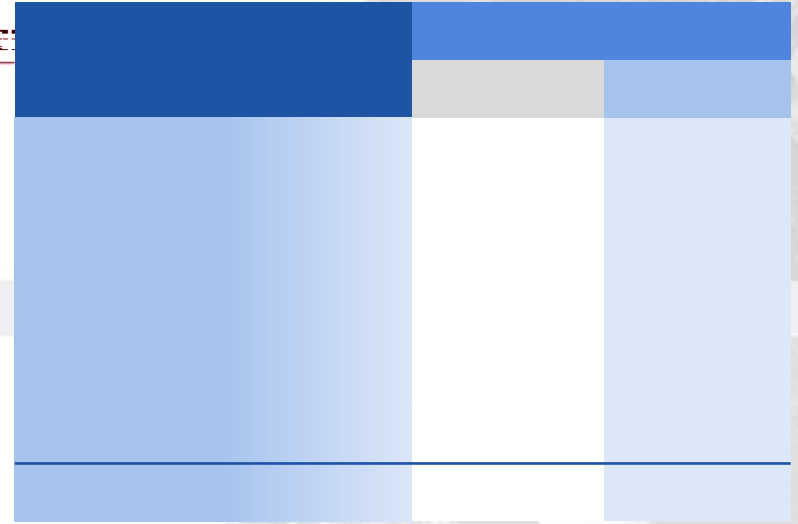
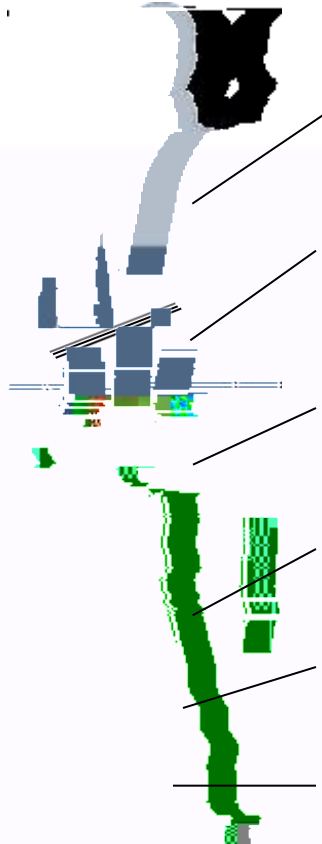


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Extensive and Well-managed Nationwide Distribution Network

- At the end of 2010, "LILANZ" has a total area of retail
- brand "L2" has a total retail outlet area of 8,200 m



Sales Channel Management



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"LILANZ" distributors are now connected online

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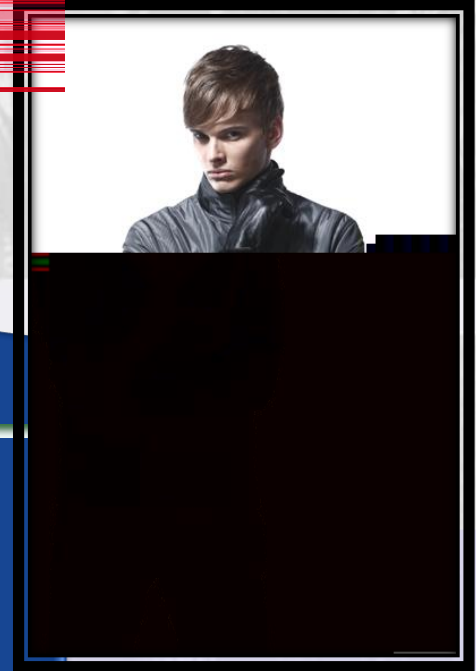
"L2" stores are

- systems of all "LILANZ"

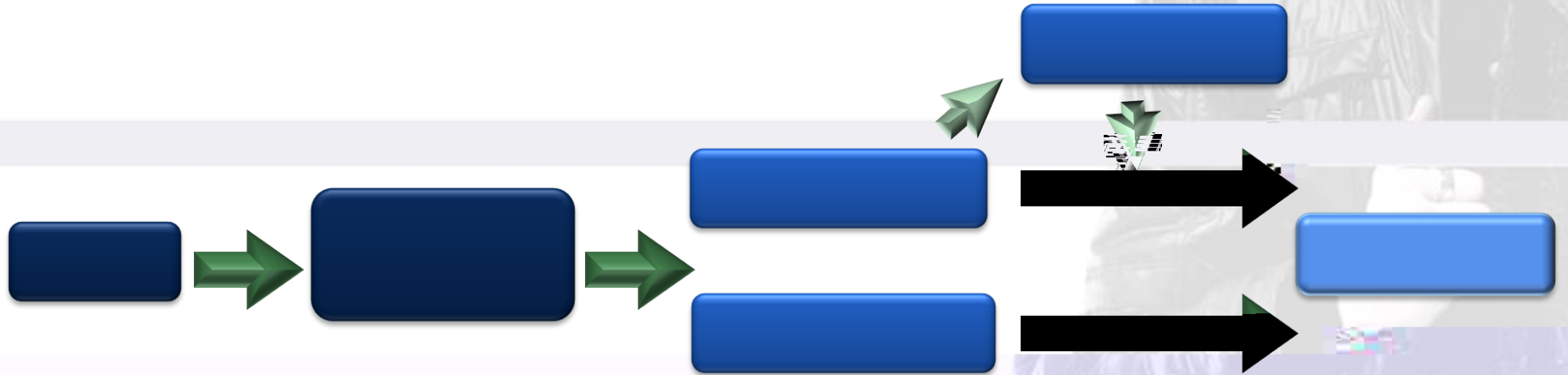


Continue to Enhance Product Design and Development Capabilities

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- The design and product development team for "LILANZ", the Group's core brand,
- brand "L2" is located at
- approximately 30 members, headed by Mr. Wang Yu Tao, the winner of "Best Menswear Designer in China Fashion Grand Awards"
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Production and Supply Chain Enhancement



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- Collaborate directly with suppliers in the R&D of unique quality fabrics to enhance the Group's



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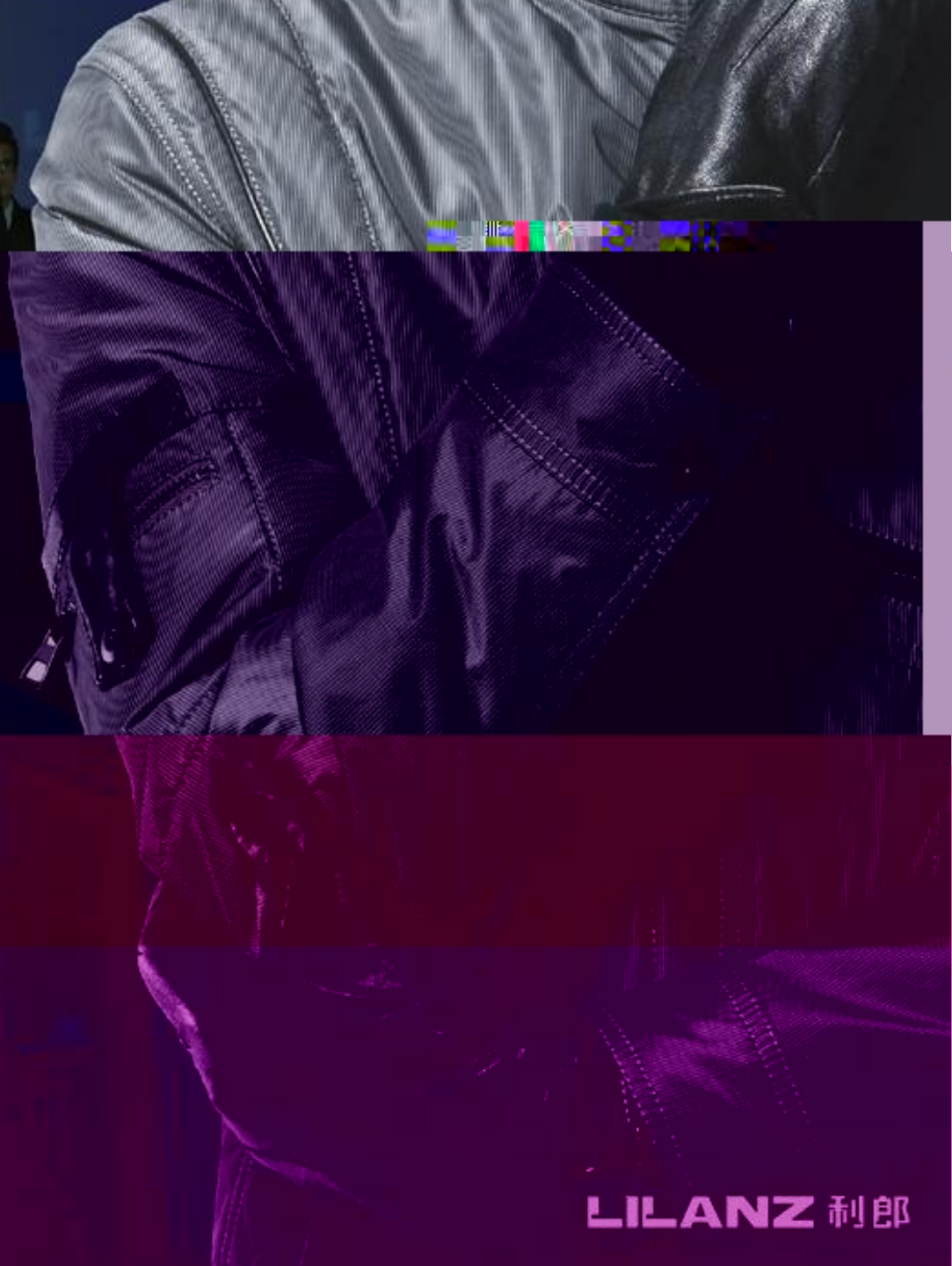
Prospects and Strategy

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- Aim to open 200 to 250 "LILANZ" retail stores and 150 to 200 "L2" retail stores in
- "L2" and launch an online sales platform for "LILANZ" products

- "Toyota Production System" in its existing
-

- "LILANZ" store image to further enhance
-
- Continue to promote "L2" and diversify its



Open Forum



Appendix – Sales Fairs

