

LILANZ 利郎
CHINA LILANG LIMITED
中國利郎有限公司

中国利郎有限公司

2010年中期业绩发布

2010年8月



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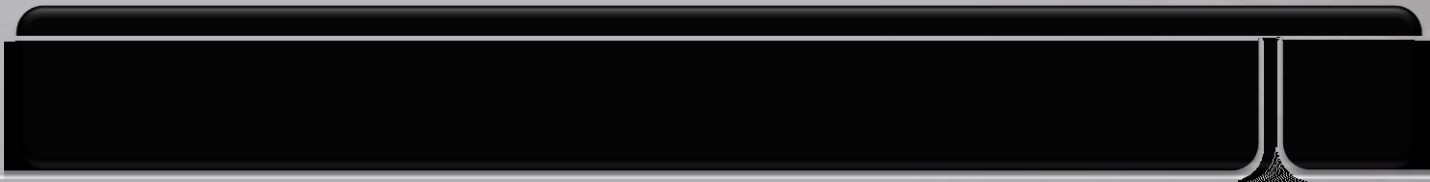
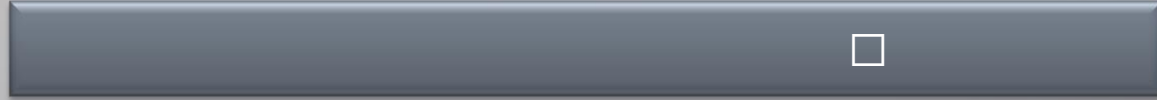
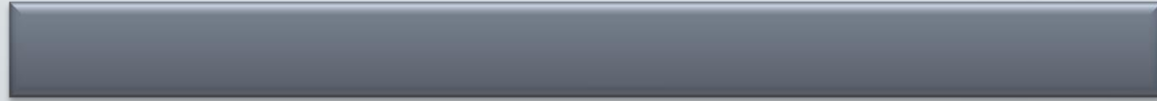
1. 财务摘要

2. 业务回顾

3. 未来前景及策略

4. 问答时间

业绩亮点



LILANZ 利郎

1. 财务摘要

2. 业务回顾

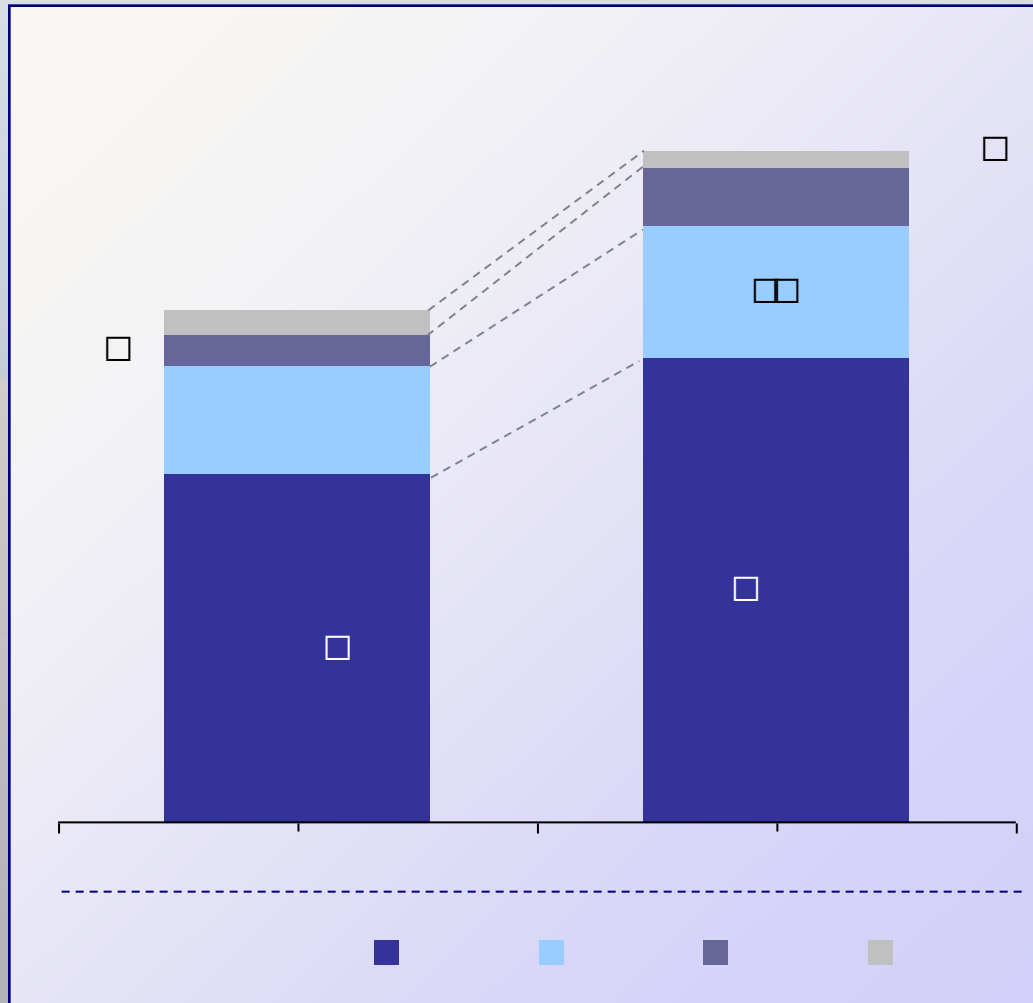
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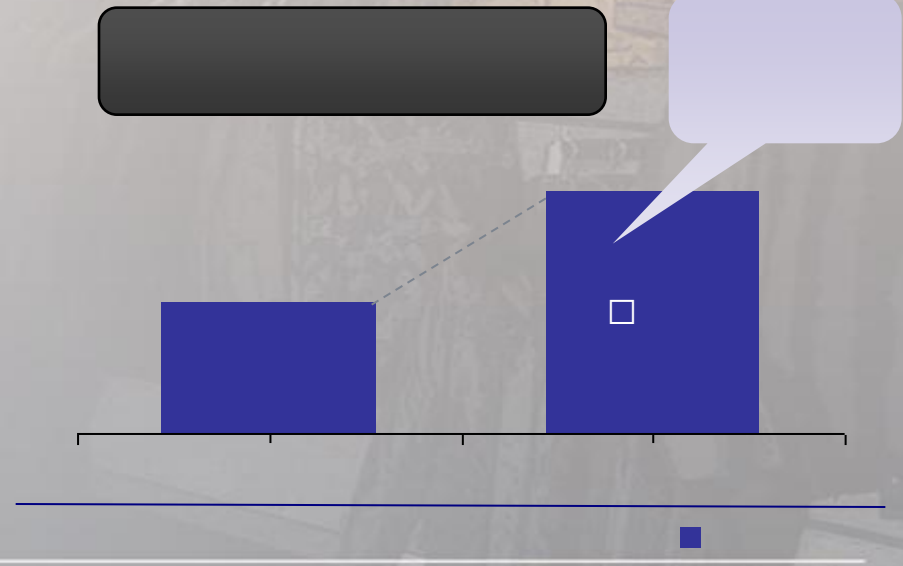


		1H2009
		600.2
		176.8 □
		29.5% □
	□	108.0
		18.0%
		113.7
		90.0 □□
		15.0%
		10.00
	□	

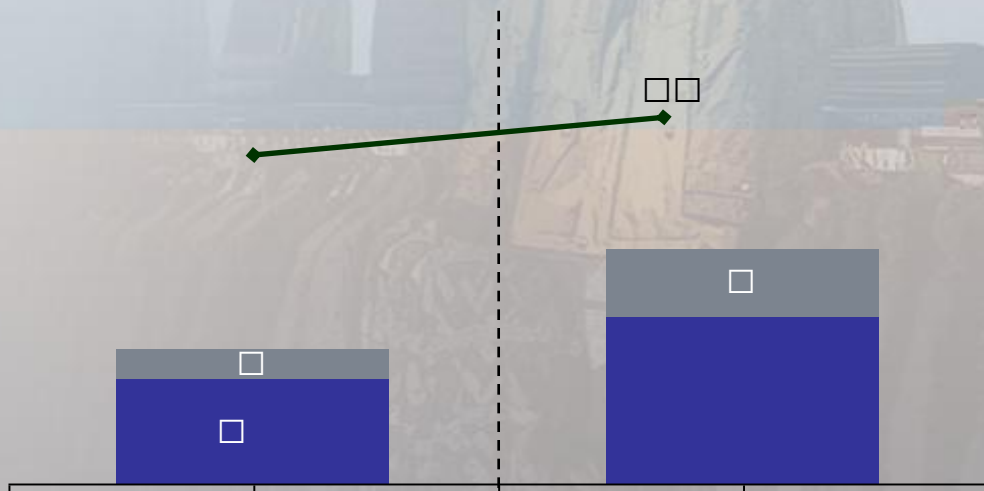
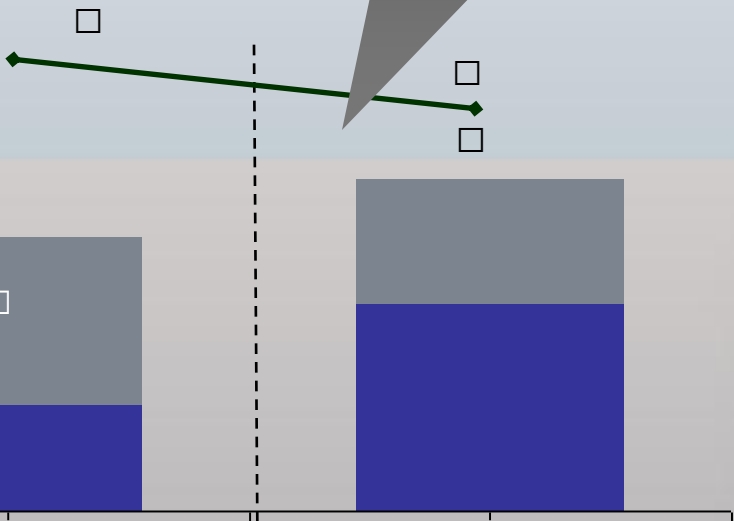
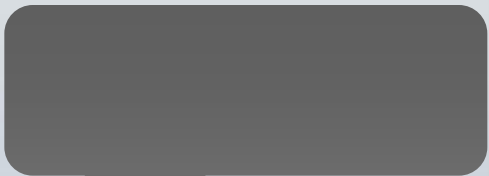
强劲销售增长



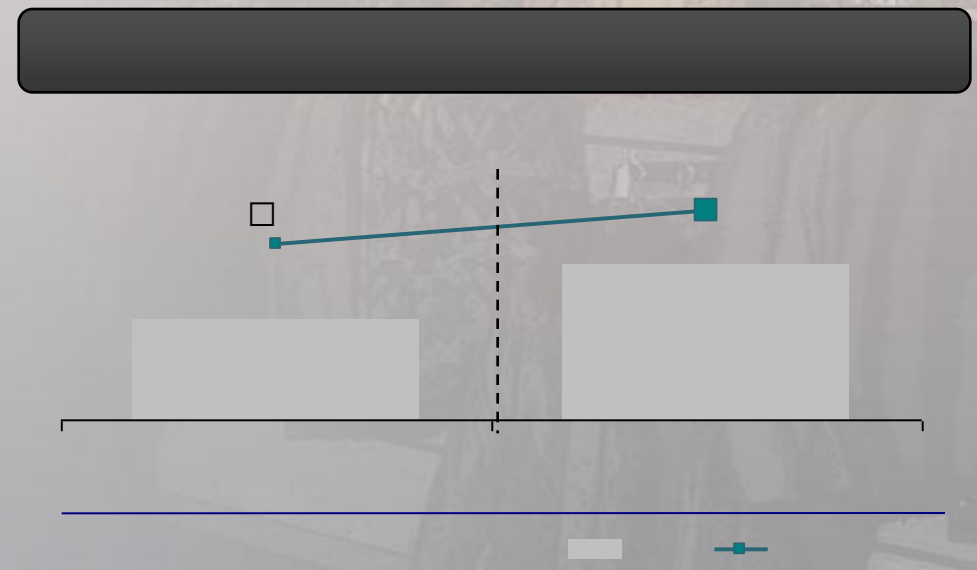
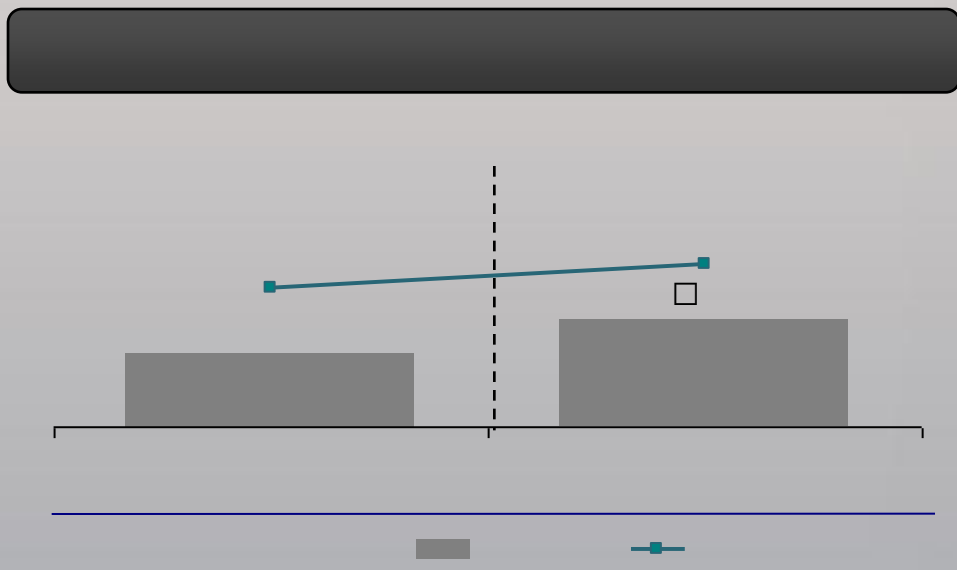
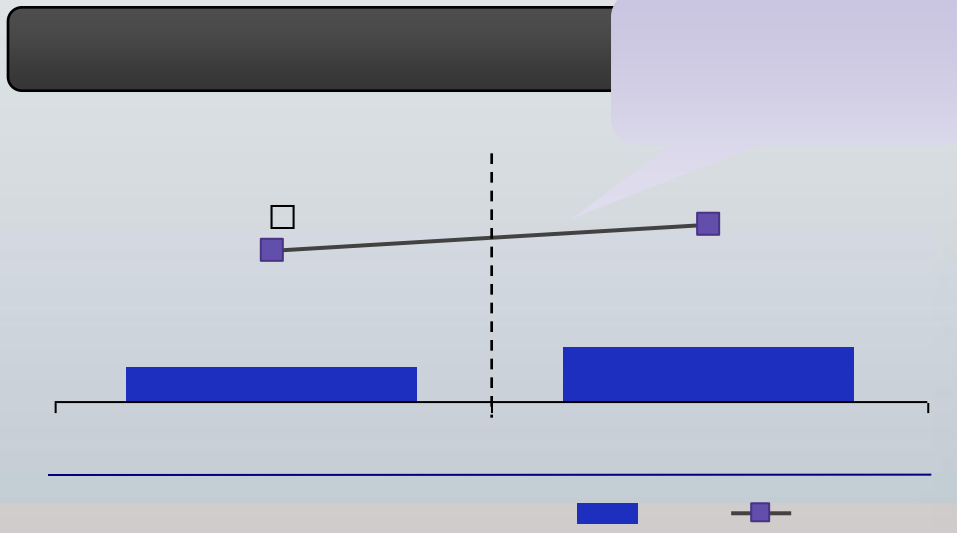
	138	155	12.3%
	92	97	5.4%
	364	401	10.2%
	86	102	18.6%
			15.2%



具竞争力的成本结构



利润率大幅上升及盈利能力超卓





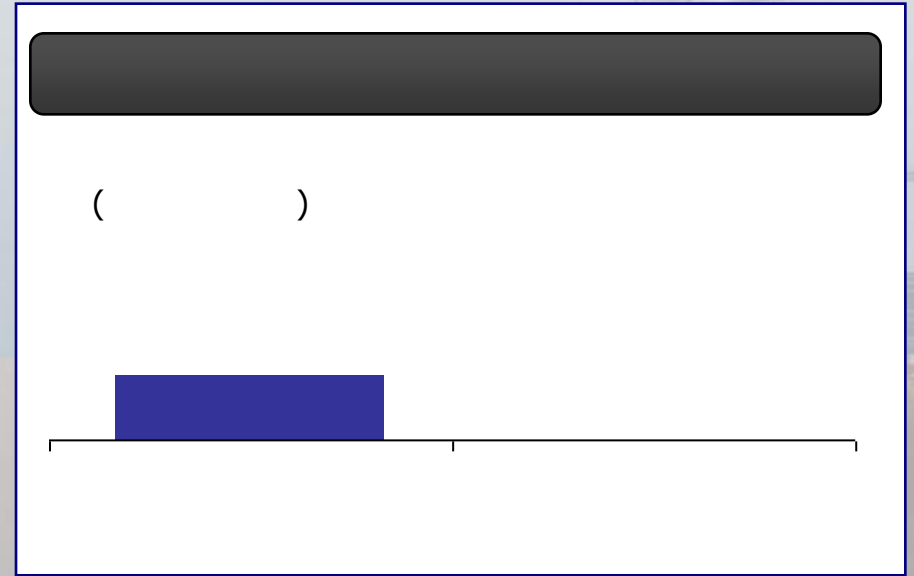
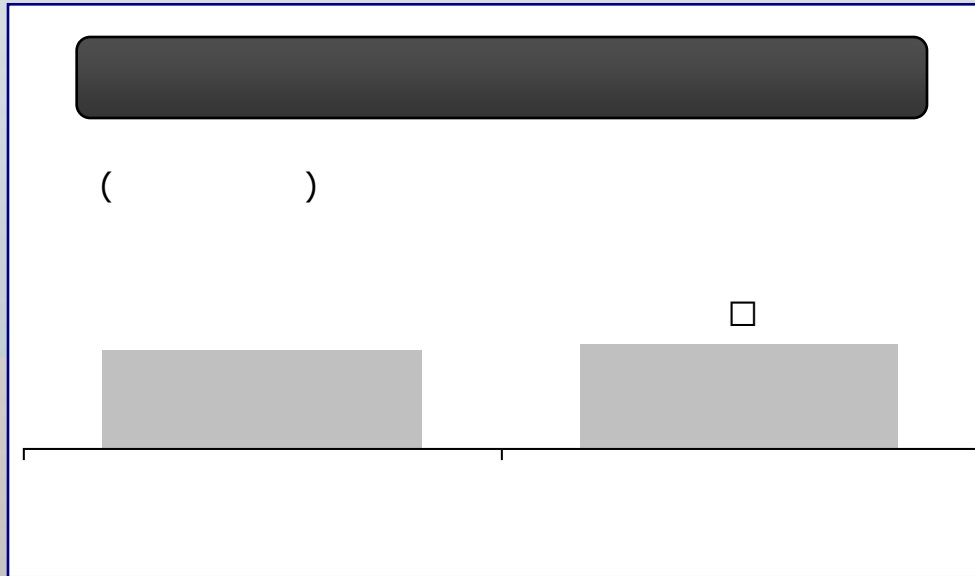
	58	53
	66	71
	72	81

(1) , 181

(2) 181 , 181

(3) 181

稳健现金水平



12.56

-
-

上市所得资金用途

	15%		12.3	149.9
(L2)	15%		16.6	145.6
	15%		-	162.2
	20%		60.2	156.1
	5%	□	7.0	47.1
	10%		10.1	98.0
	10%		108.1	-
	10%		108.1	-
				□

1. 财务摘要

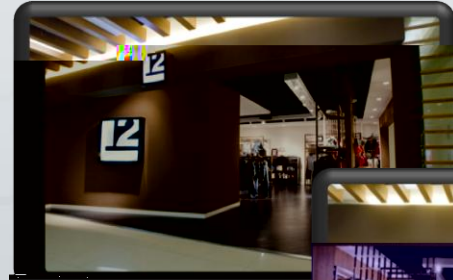
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独特的营销与宣传策略

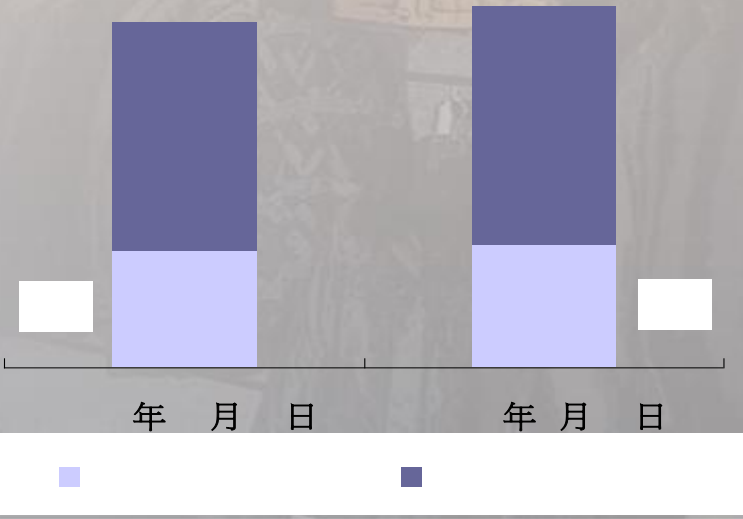
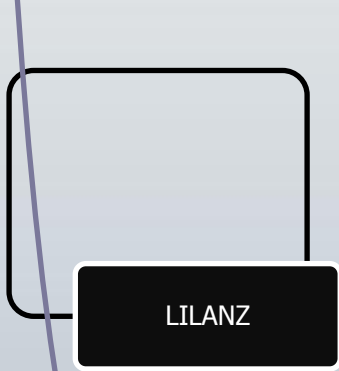
LILANZ



LILANZ
L2

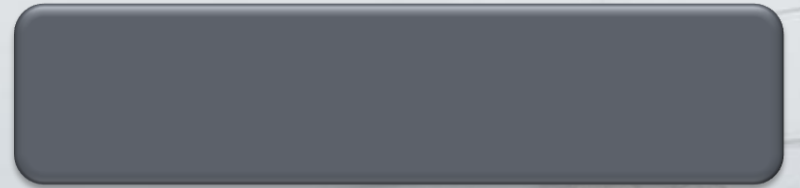


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销售渠道管理



2010

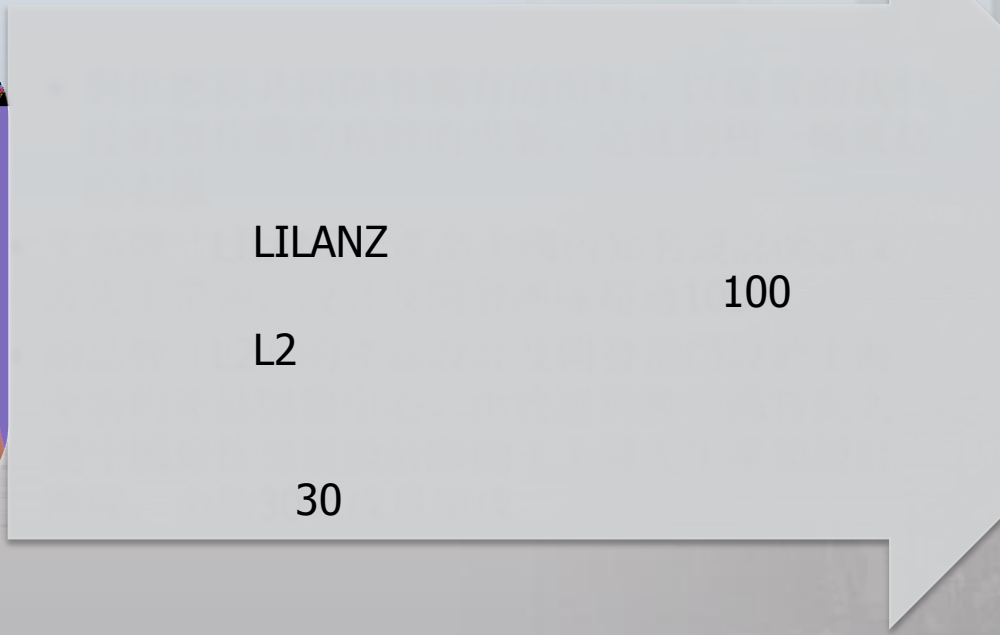
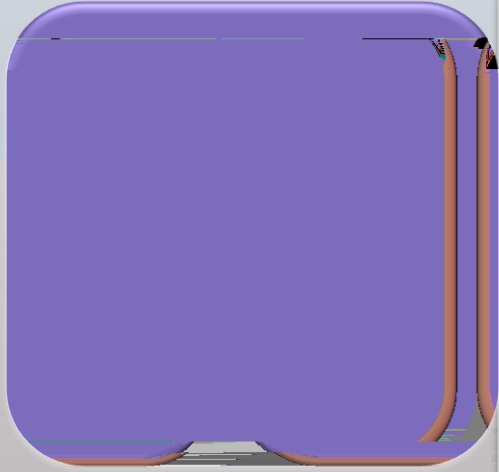
24%

301,000



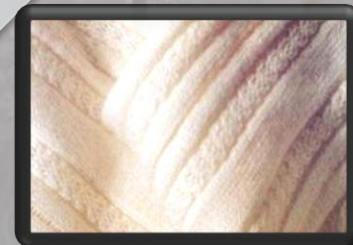
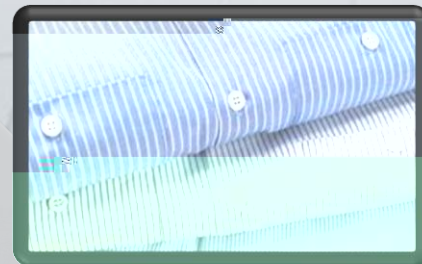
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品牌国际化以L2平台为基础





(OEM)

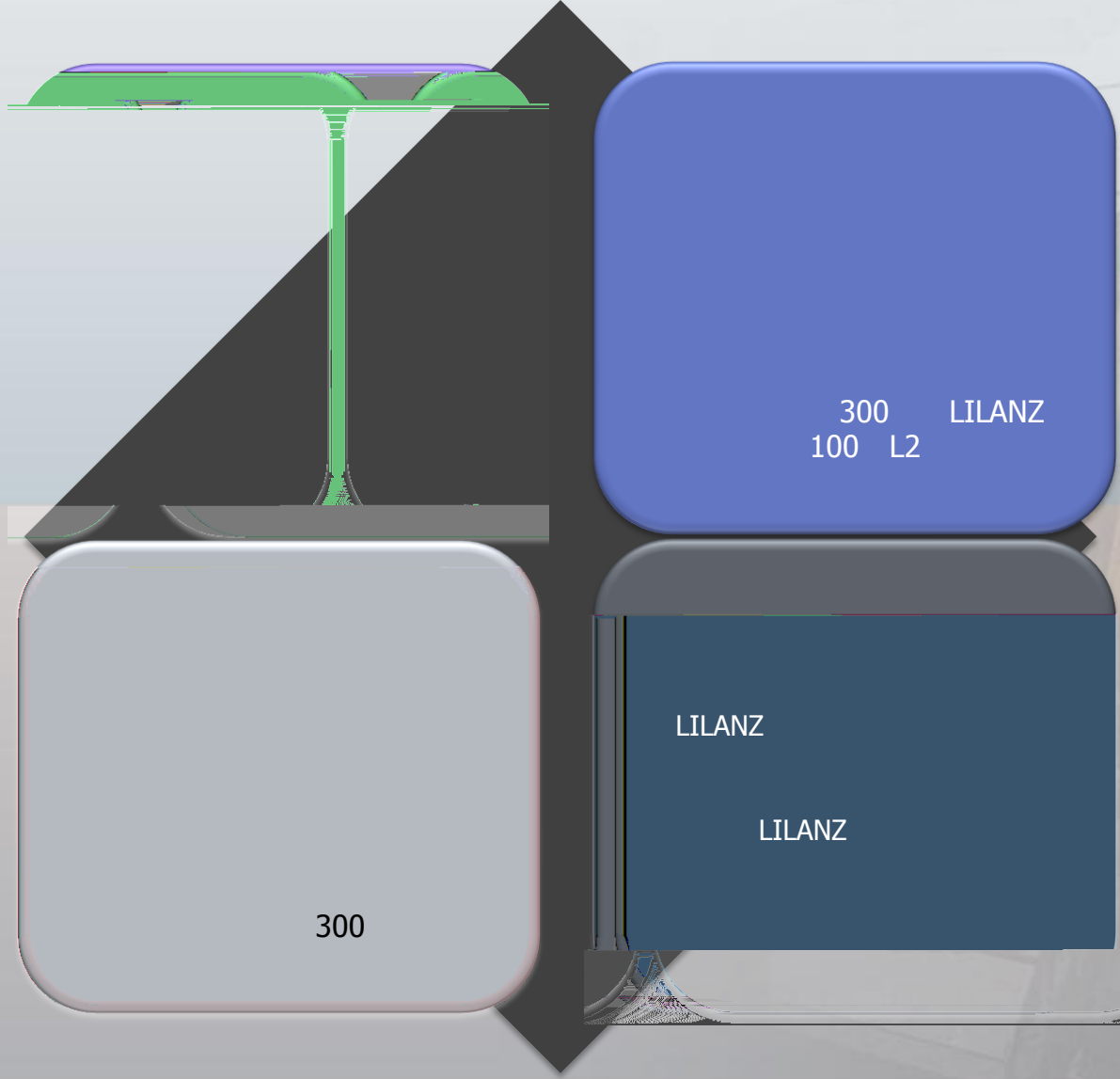


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新品牌— L2

- L2
- L2
- L2

L2

100 L2



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- 「LILANZ」的2010年秋、冬季订货会已分别于4月及6月举行
- 秋季的订单已于6月开始付运，冬季的订单将于8月开始付运

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