

Annual Results

全年业绩

2018

LILANZ

CHINA LILANG LIMITED

中國利郎有限公司

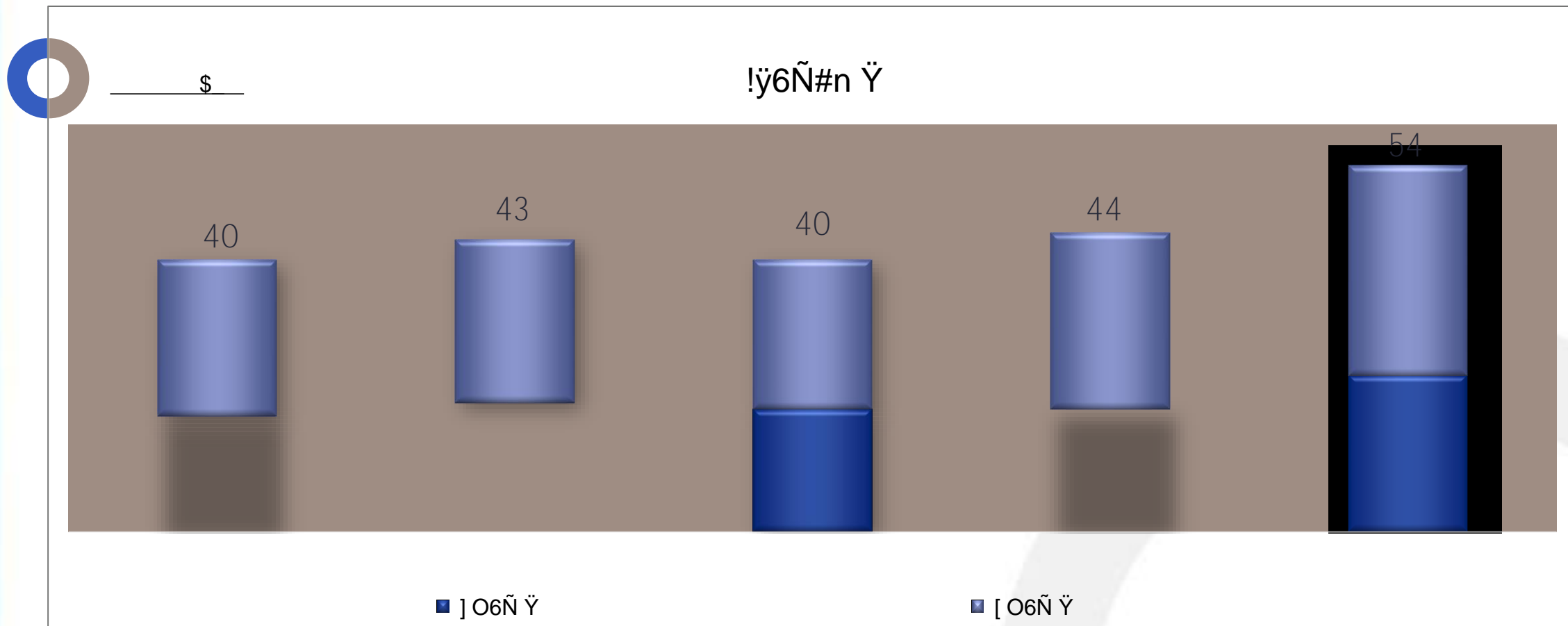
Stock Code:1234

Results Highlights **J5** P&é



Maintaining High Dividend Payout Ratio 1Q #n Y").

-
- [O6Ñ Y!y6Ñ \$ _ ú(© [[O6Ñ Y!y6Ñ \$ _

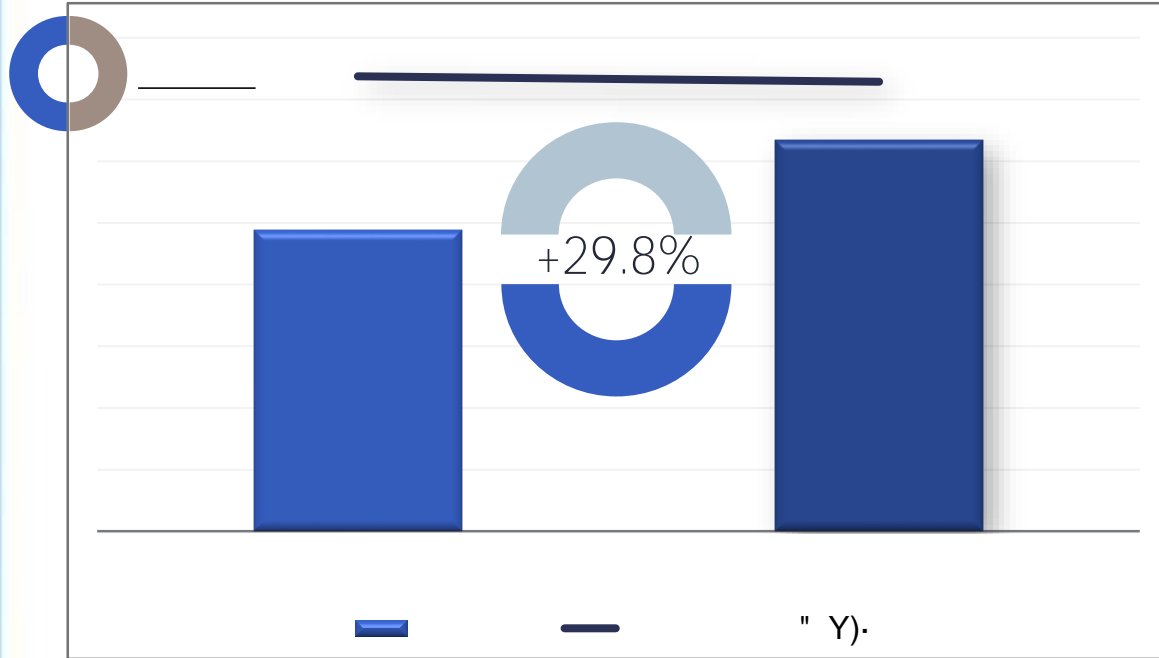




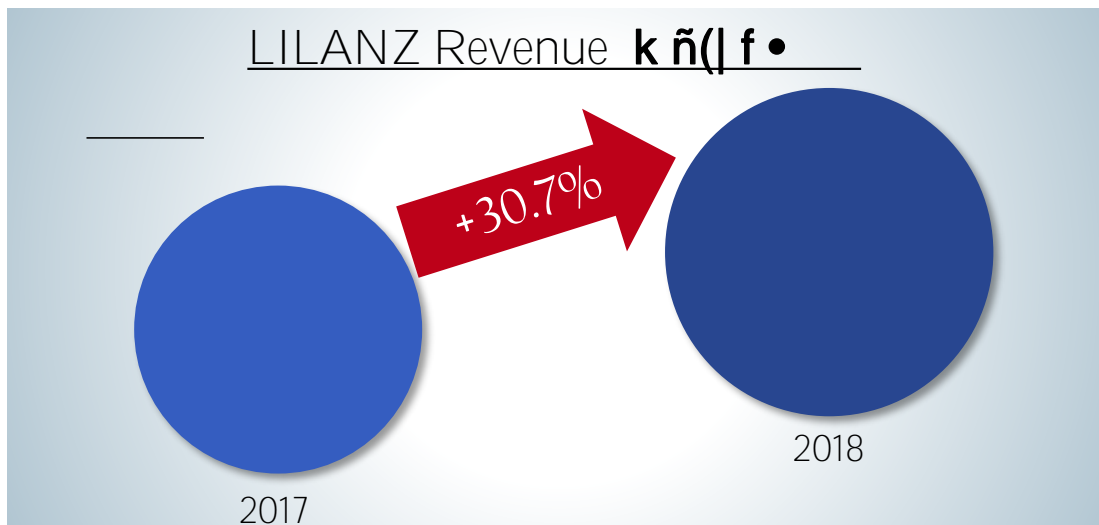
Financial Review

CR N&S N®

Revenue and Gross Margin f • ú" Y).



LILANZ Revenue k ñ(| f •



Robust Revenue Growth f • j â ÎK⁻

- o
- o
- o
- o

- o f • ÎK⁻Eî
- o 4 " ÖAÒCW JAÒ ... j â ÎK⁻ È Z [x ñ 2« ... Ç>• ...
- o ÇK*™ P úE³ j, ' < ÇK0 ^ ÎK⁻ È V ØK0 ^ : w
- o G} &K0 ^ W u ÎK⁻ ÖF È • f • È T ! _ M » 2 «
- o x ñK0 ^ Î ÆCµE ÷ =

Lower Gross Margin " Y) • ;L}

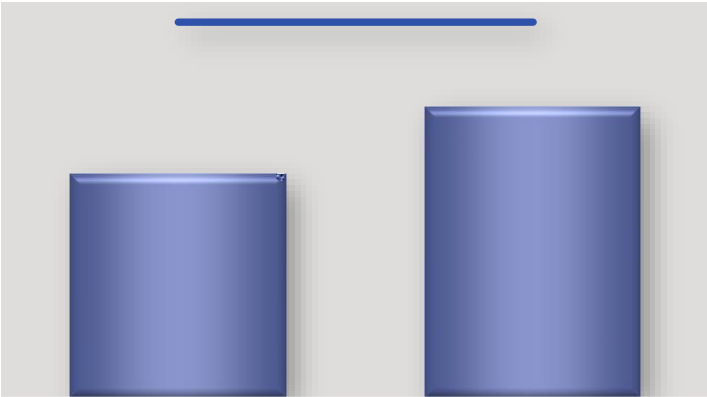
- o
- o , Q O L Q H Z L W K W K H * U R X S · V V W U D W H J V

- o " Y) • ;L} Z, ® 6&é
- o 1V 8Lö È(™Cµ p l x ñ ¹ 2 j, ' 1 t + •

SD & A Expenses $K0 \wedge \tilde{A} 6K0 \acute{u} > | o 0 _$

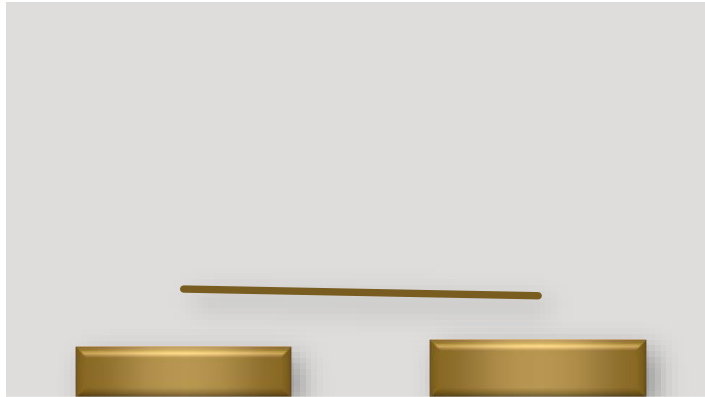
Advertising and Promotional Expenses

$\tilde{z} \acute{u} \emptyset _ 0 _$



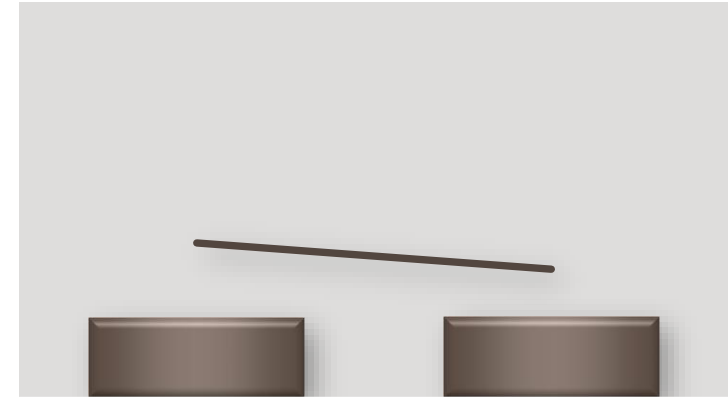
Other Selling and Distribution Expenses

$! K0 \wedge \acute{u} 6K0 0 _$



Administrative Expenses

$> | o 0 _$



- o
- o

- o $\tilde{z} Ci+X \hat{I} \emptyset$
- o $\acute{a} 0 \quad \acute{a} \zeta \acute{E} \pounds wM'0 \quad \ddot{O}E^3 W \acute{E} \hat{I} \emptyset > \acute{o}$
- o $> \bullet CdCi+X$

- o

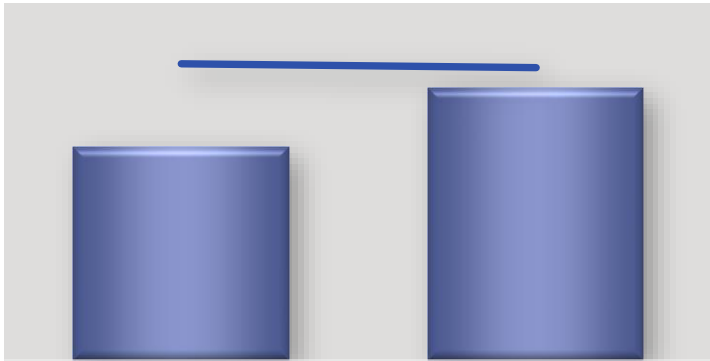
- o $Ci+X \quad \tilde{A} J \tilde{N} \text{™} P6 < 9 p \hat{I} \emptyset$

- o

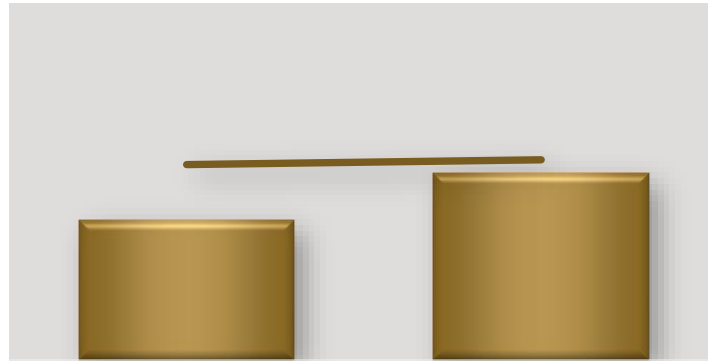
- o $> | o 0 _ \times f X0c \acute{E} "d \pounds$

Profit & Margin (ø Y ú Y#Ö).

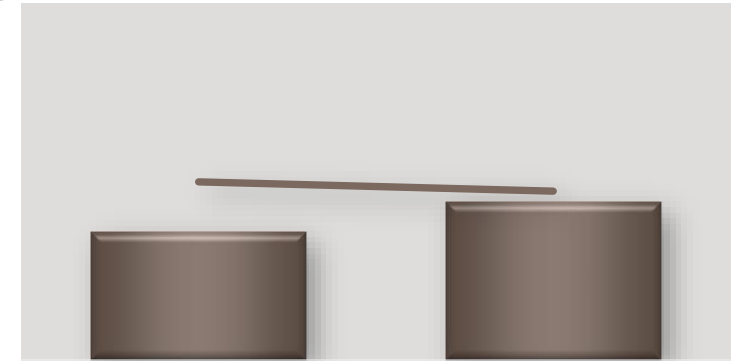
Gross Profit & Margin
" Y ú" Y).



Operating Profit & Margin
4ÿ:U Y#Ö ú4ÿ:U Y#Ö).



Net Profit & Margin
ð Y#Ö ú ð Y#Ö).



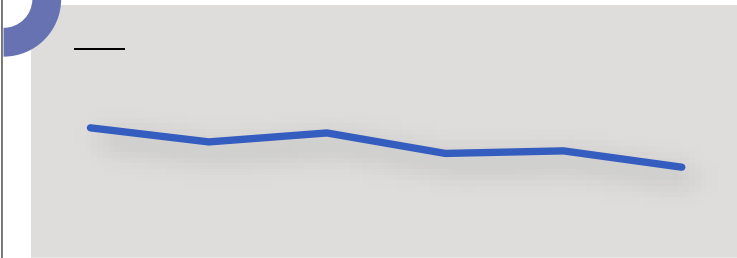
- o
- o ,Q OLQH ZLWK WKH *URX
- o " Y). ;L} Z,® 6&é
- o 1V 8Lö È(™Cµp|xñ 1 2 j,1†+•

- o
- o 4ÿ:U Y#Ö). : w È k?±+a ¾ f•Î Ð K0 ^ Ã 6K0 ú>| o 0 _Ci+X). ;L}

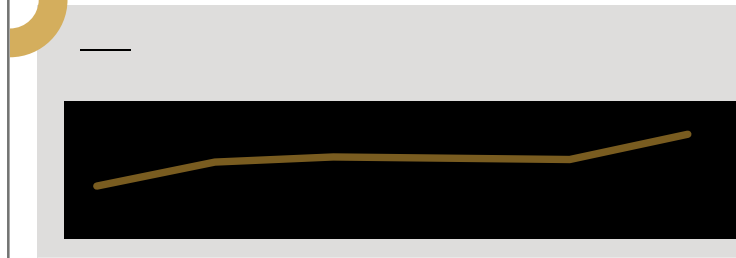
- o
- o p Ç0> 9 x0>). Î Ð Z,® 6&é8#

Working Capital Cycle :UF CtH ~Eœ Y

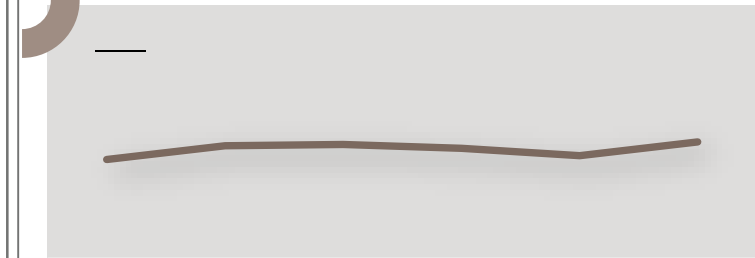
Average Trade
Receivables Turnover Days
£ w Ä fCh C CVn ~Eœ Y



Average Inventory
Turnover Days
£ w ^CW ~Eœ Y



Average Trade
Payables Turnover Days
£ w Ä Ch CCV!n ~Eœ Y



- o
- o
- o

- o Ä fCh CCV!n Î Ð È ý PK0 ^ Î Ð
- o Ä fCh CCV!n Î Ð ê"A 1 ,® 7 s8# ê"A 1 ,® 7 s
- o \$PFf Ä ^ ú 6K0 v)àH #q X • ç"d £

- o

- o

- o

- o

- o

- o

- o L¿-p Ä ^ Î Ð È Ä Ch CCV!n %oNí Î Ð ê"A 1 ,® 7 s8# ê"A 1 ,® 7 s

- o ^ CW %oNí Î Ð ê"A 1 ,® 7 s8# ê"A 1 ,® 7 s
- o E« v Ñ X ¢ i+X K0 Q? È ú 0 Ç ú• Ç, ' Ø * &F È - Ä ^ 9 p Î Ð
- o U? "AÒCW JAÒ ... ÎK
- o Î Ð -+X 6 5 Ð È \$Jİ€É X+O x } 7 ^ X 6 5 ^ È - İ € É %oNí Î Ð ê"A 1 ,® 7 s
- o ¢ /û "AÒCW J 0 û "B3 ~E« v Ñ N 'AÒ" » x f Ä ^

Cash Flows)àH #qGÿ

RMB mn ê"A 1,® 7 s

4ÿ:U#k Ø)àH #q •	▲
ÅCt#k Ø)àH #q •	▼
=½Ct#k Ø)àH #q *	
Net increase in cash and cash equivalents)àH ú)àH 1y '(™ ÍĐ őNÍ	16.7
¾ 8)àH ú)àH 1y '(™	
F 1"w)· Ø,´ j ý	
Cash and cash equivalents at 31 Dec ¾12 8 31)àH ú)àH 1y '(™ (2)	1,842.9

Operating cash inflows 4ÿ:U)àH #q •

- o
- o
- o
- o > ¢ Ö ő Y#Ö k?±B38²N©- Ö
 - o K0 ^ÍĐ8\$ - Å fCh CCV!n : w ê"A 1 ,® 7 s
 - o E« v Ñ ã ^ ÍĐ ã U? "AÒCW JAÒ ... ÍĐ ã ú 6 5 v p 1 İ € É
 - o ÍĐ È - ã ^ : w ê"A 1 ,® 7 s
 - o Å Ch CCV!n ã ^ ÍĐ 6 < : w ê"A 1 ,® 7 s

Investing cash inflows ÅCt)àH #q •

- o
- o
- o
- o ` O j 9 Z 8 : ,´ Ê O ^!n ý A ê"A 1 ,® 7 s
- o f Y ÿ ê"A 1 ,® 7 s
- o "L" ÖCt \ 0 _ ê"A 1 ,® 7 s

Financing cash out

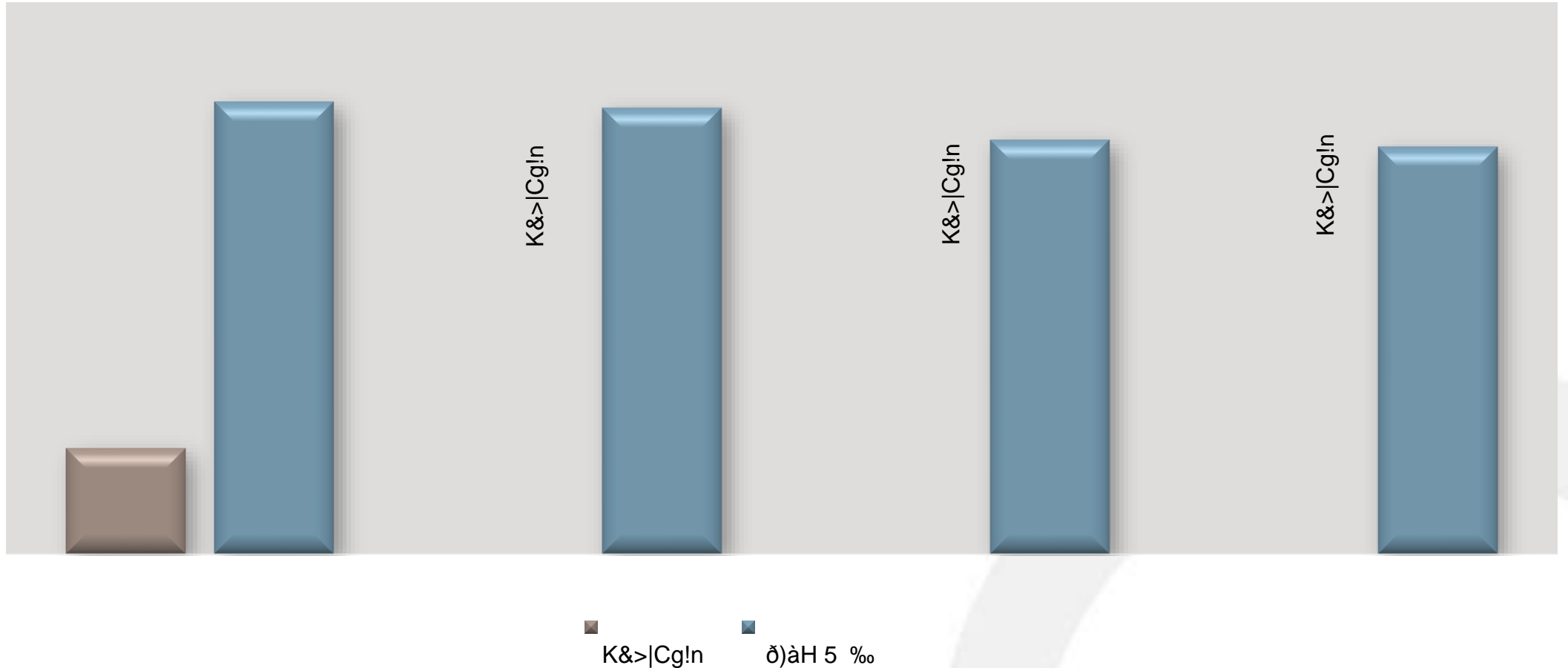
- o
- o _ [O 6Ñ Ÿ ú] O 6Ñ Ÿ 8 j ê"A 1 ,® 7 s

5 ` O CµE÷ Z 8,´ Ê O ^!n ú à iK&>| ^!n
= 5 XK&>| ` O CµE÷ Z 8,´ Ê O ^!n ú à iK&>| ^!n

Healthy & Strong Cash Position $0c \bullet, \text{)}\grave{a}H "d \text{£}$

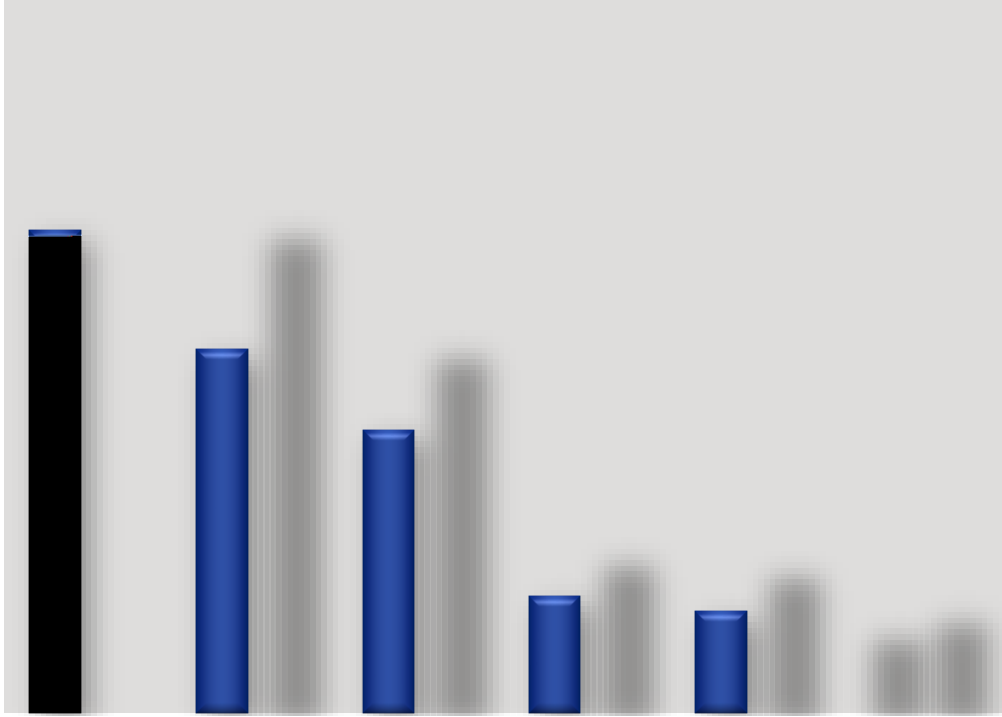


$K\&>| \acute{u})\grave{a}H k 5 \text{‰}$

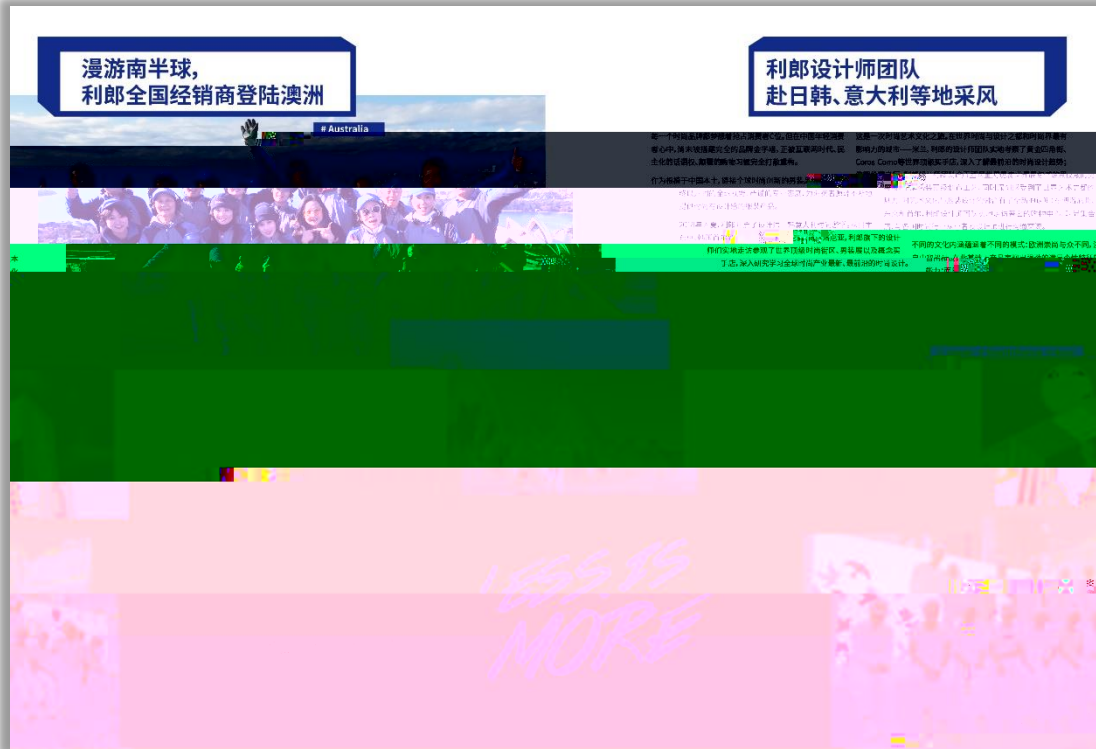


" \acute{a} iK\&>| ^!n \acute{o}



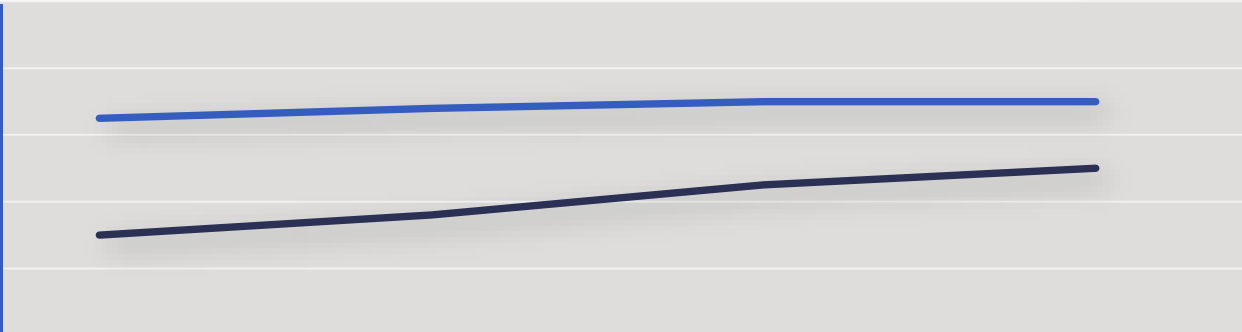


Product Design & Development x 利郎设计师团队



- o 39Q= ^ , ' -Lu > \ ` .D LO , X x ñ .D ú (™ É 0 1y é M' Œ
- o 5 5 ` ü x ñ , ' 5 ' È Í Đ æ E « & J , ' x ñ % Cã 0 Ã ¼ 4 i 2 j ú C] (™ v j Ò g 5 Ô , ' M 0 " r
- o Í Đ M Ž " 8² W x ñ , " »
- o X Ä G ü ² o \$ + 5 ž ¶ 2 ' A L " M » , ' + O x 4 i
- o } ¼ : # \$, ' E « v Ñ 3 + G A i A Ñ ú : U F] ó Ö " ¼ 2018 x 1 \ " Å • + X

İ K x ñ 9 ! n ? • x ñ " »



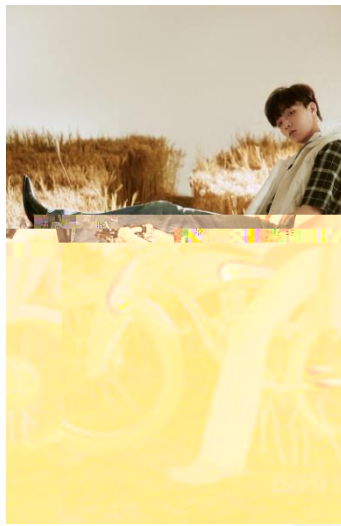
D G R S W H G W K H * U R X

İ K x ñ Ä + X 8 > | 0) 9 M' É , " »

Marketing & Promotion :UK0 > Ó P

-
-
-
- 5 5 0 W Ç w ñ(| È È ½G} 8J,) W, ' ñ(| Ó P ¼ Ø ~#k Ø
- J,) àM& ^, ' Ø * X ; z ð j X É Þ È Ñ É Þ Š Ê 1y5•5 £ :, ' - z Ó P ú EY · Ø - È Ö ¾ ð Å ... 0 > É, @ Ö Ê 8 Æ È Þ j E # q ` L ö , ' 5 • Ç
- L ö Ö 5 5 X P 5 4 è Â E Y · Ó P È ! ¾ ð µ Î Ð ¶ ¾ Q J ñ 4 2 « Â f, ' - z Å n

,® Ö



Strong Trade Fair Orders Growth **AÒCW JAÒ ... ÎK- j â**



2018



2018
Spring/Summer
collections

+21%

2018 春夏季



2018
Autumn
collection

+31%

2018 秋季



2018
Winter
collection

+33%

2018 冬季



2019



2019
Spring/Summer
collections

+23%

2019 春夏季



2019
Autumn
collection

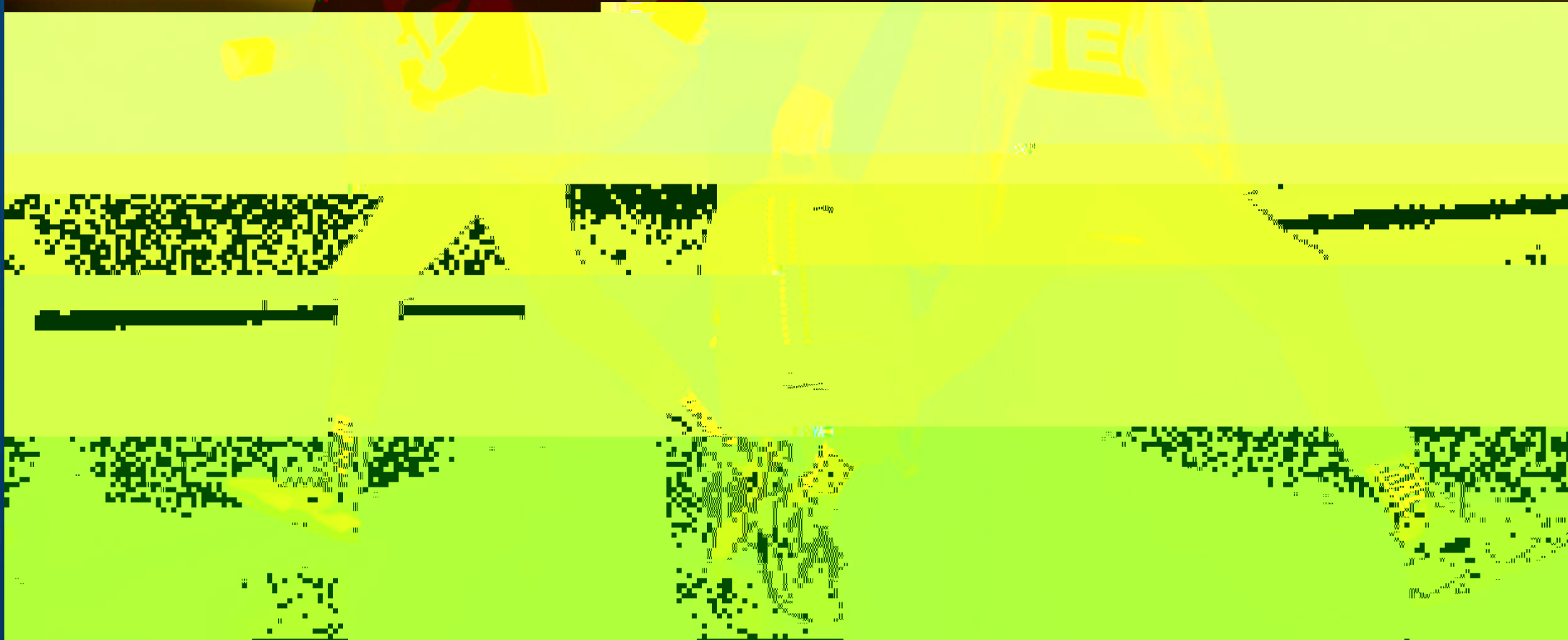
+21%

2019 秋季



Outlook & Strategy

} > 1†+•



Cautiously Optimistic, Continue to Expand in 2019 Prudently

Ñ ~ €?ò È 2019 α 5 5 0c • TM P

Channel expansion and upgrade =È_û2 .È#r"iNO

-
-
-
-
-
- 5 5 0c!• ØF 2 j™ ... È ~ αAÑ B ð 0 Ç4Ö æ
 - k3+ G Ö k È X 9 Ñ 4i 2 j 0 Ç
 - E« v Ñ3+ G Ö5 5 Y+X K0 Q ? k k G Ü ¼ :#§ 2 j È !5 5 \$\$! •
 - ...M, È Ñ Y#U ÑG Ñ? ^ 1 Ñ 86Ö ¼#%o"•1y `j,´ 0 Ñ ¼4i 2 j
- 5 5 Ø Ø\$PFf w4x È Î Ð XCJ(™ v j 0 Ç
- AÑ B ¾ α ; z αB &é Ø *1\ 3 ÇK* 'B'

Advance new retail development



Cautiously Optimistic, Continue to Expand in 2019 Prudently

Ñ ~ €?ò È 2019 α 5 5 0c • TM P

R&D and product enhancement G¼##r3x"i O\$!"C

-
-
- 5 5 j#,Ci65 È(TM Cμ p l, ' x ñ j- 7
- 5 5 →| x ñ5 ', ' iM™ È Î ĐMŽ "8² W x ñ, '" »

Positive operating targets ; g SÍ_xF-7

-
-
- α < ÇK0 ^- 7 j = ~ ¾ Q ... } , ' ÎK-
- α/û "AÒCW J " ¾ α 8 M5 • È kAÒ Ç , ' ÎK-

Lilang Creative Park !Ñ`v!Ã0-&•

- 7KH *URXS·V QHZ KHDGTXDUWHUV H[SHFWHG WR RIILFLDOO\ ODXQFK LO +
-
- Lö à kG N`AÑ ¾ ; z α!" ? _+X ÈLö p.D AîAÑ Ã+O x `K0 ^, ' ~4i J Ñ È 6
J w8# 0 Z à Lf



DISCLAIMER }CS >