

利郎

LILANZ

CHINA LILANG LIMITED
中國利郎有限公司

Stock Code 股份代號 : 1234

2025

中期業績

利郎 LESS IS MORE



利郎 LESS IS MORE

01
02
03
04
05



利郎 LESS IS MORE

01



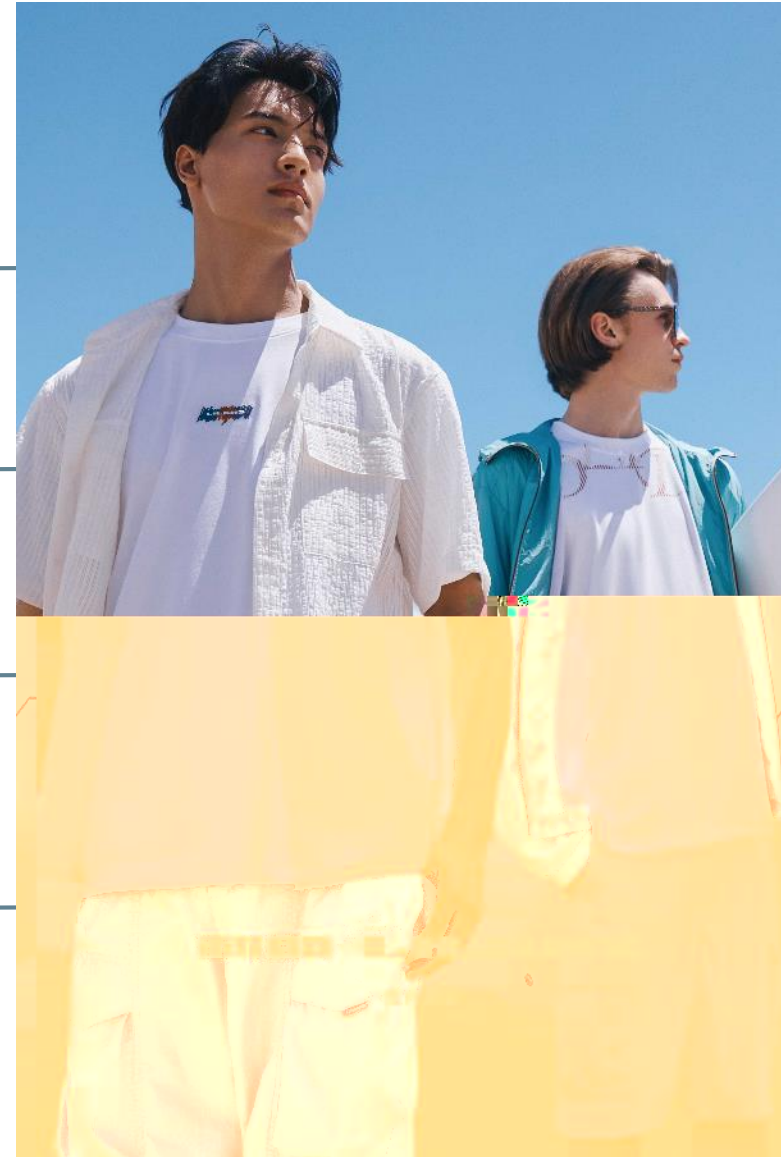


50.2% **7.9%** **17.3** **2.4**

31.8% **2024**

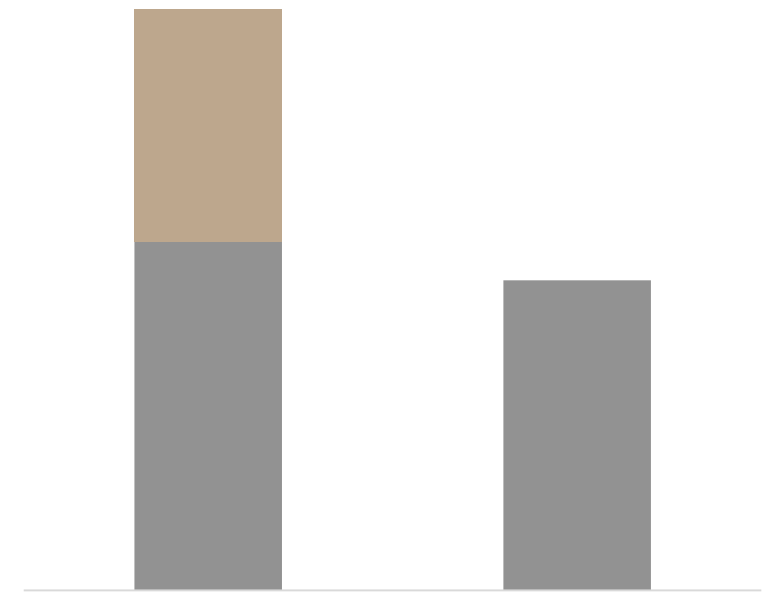
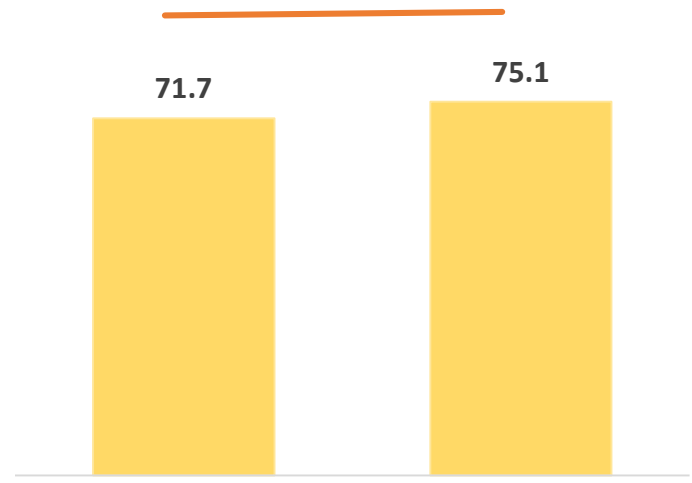
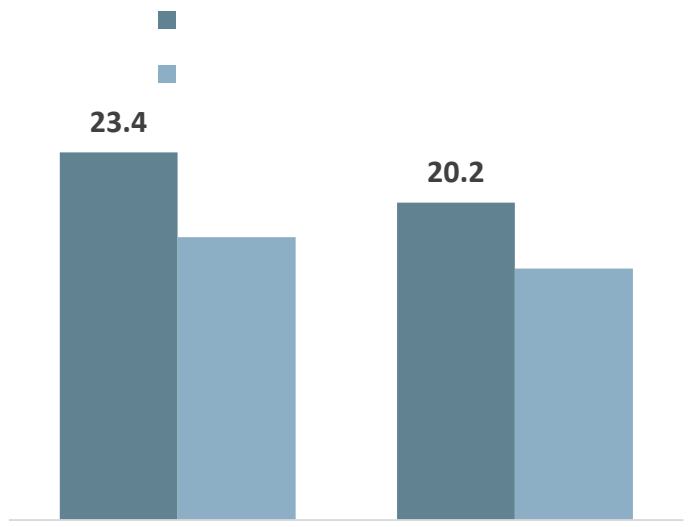
DTC

24.6%



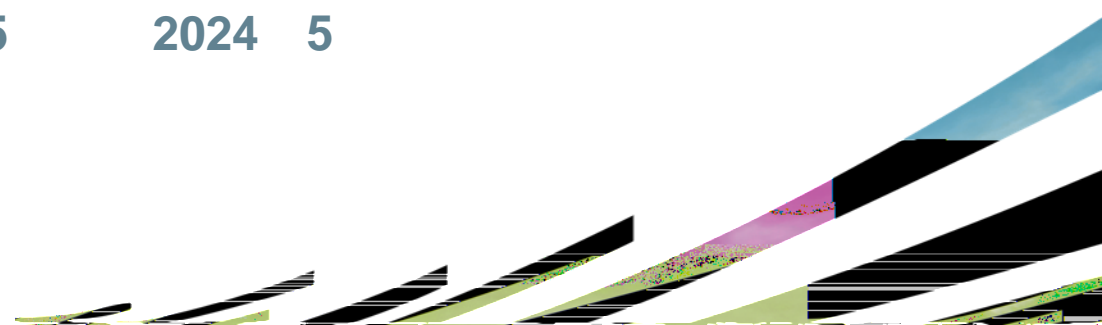


HKD



11 2024 13
191.6

5 2024 5
175.1





02

DTC

GPM

OPM

NPM

RMB

RMB

RMB

7.3% 7.9%

50.0% 50.2%

19.6% 15.1%

17.5% 14.0%

16.00

17.27

8.01

8.68

313.8

260.1

2.80

2.42

7.9%

17.27

0.2p.p

50.2%

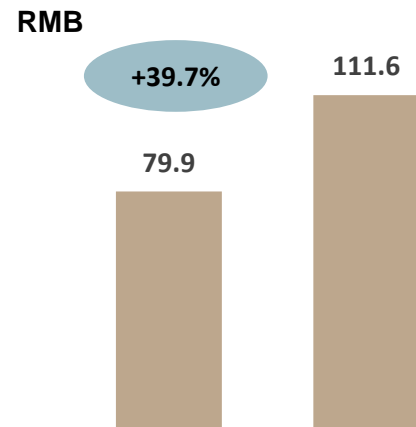
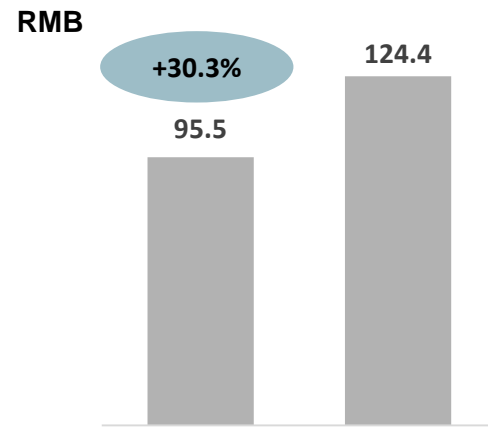
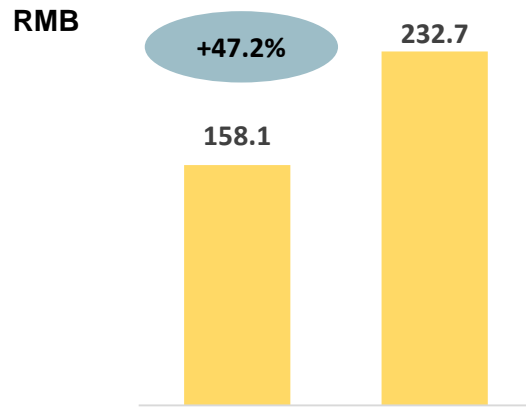
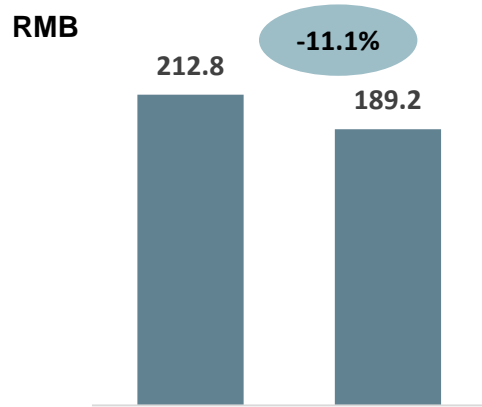
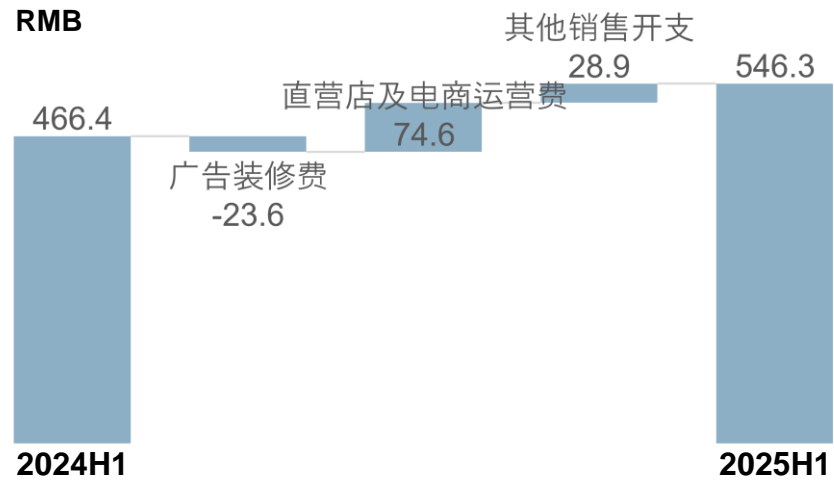
4.5p.p

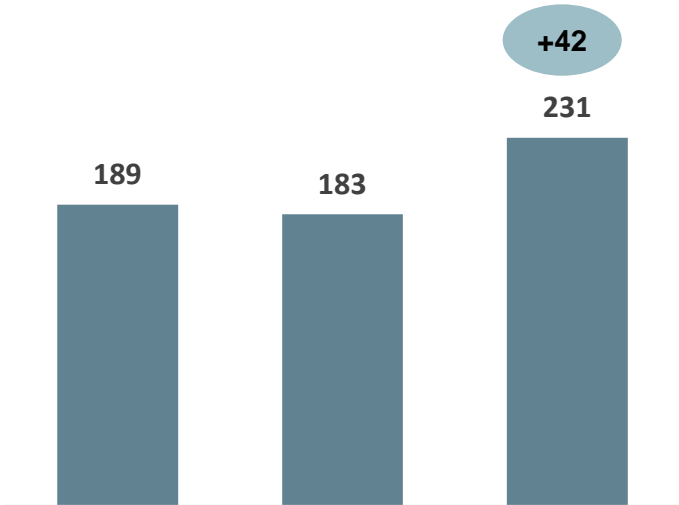
15.1%

3.5p.p

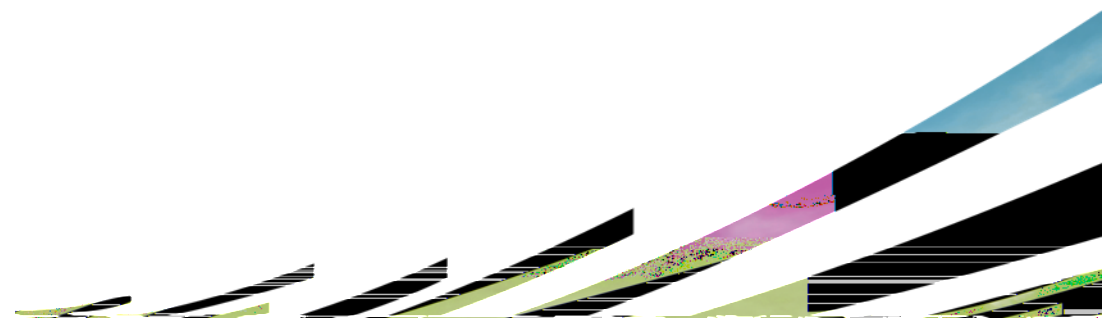
14%

	2024	2025H1
A.	11%	23.7
B.	13.5%	74.6
C.	7.2%	28.9
	6.5%	
	546.3	79.9



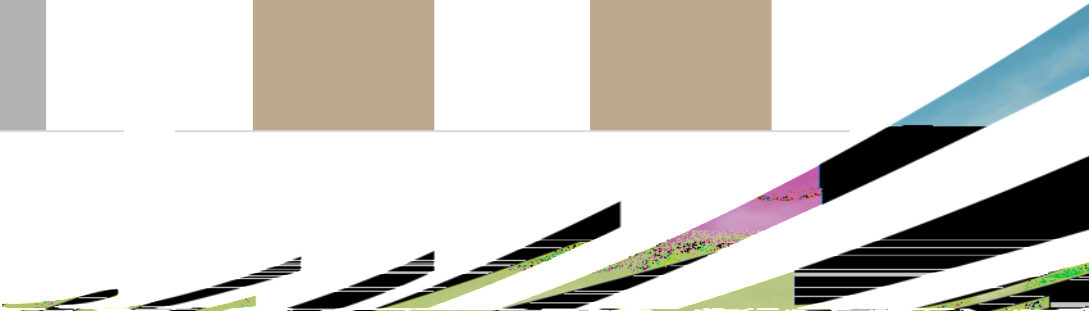
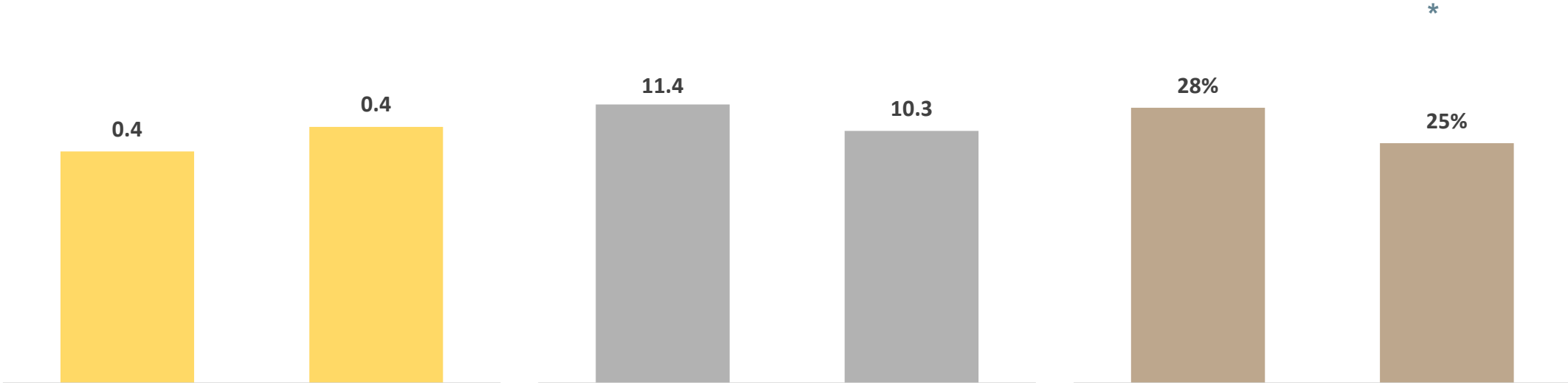


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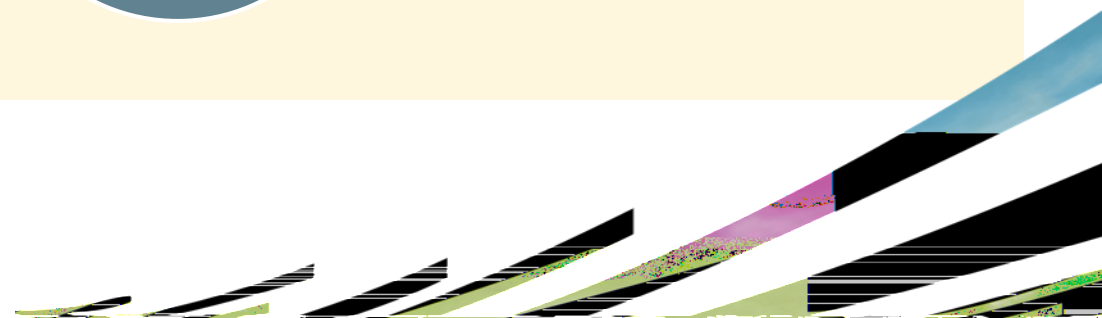
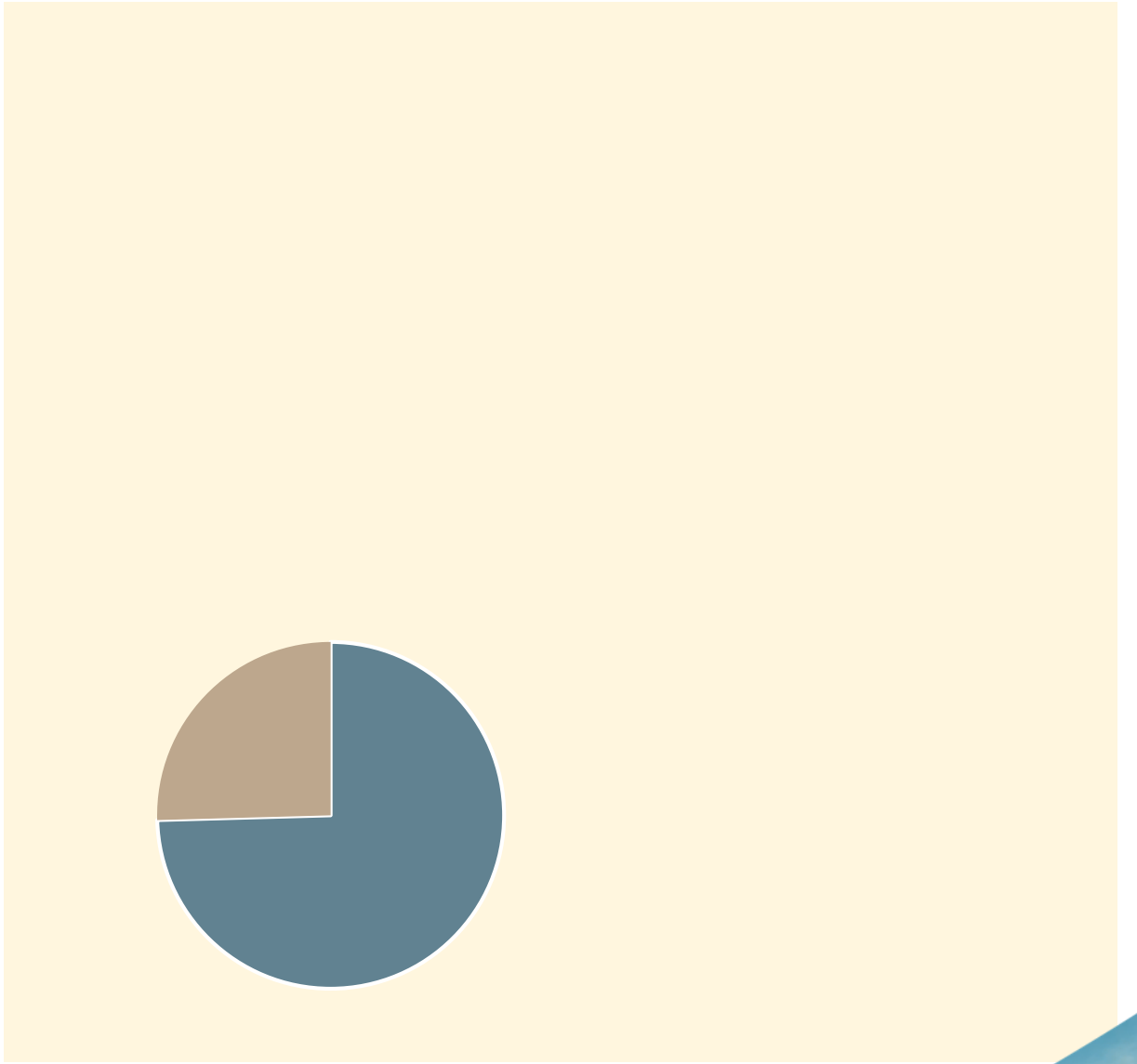
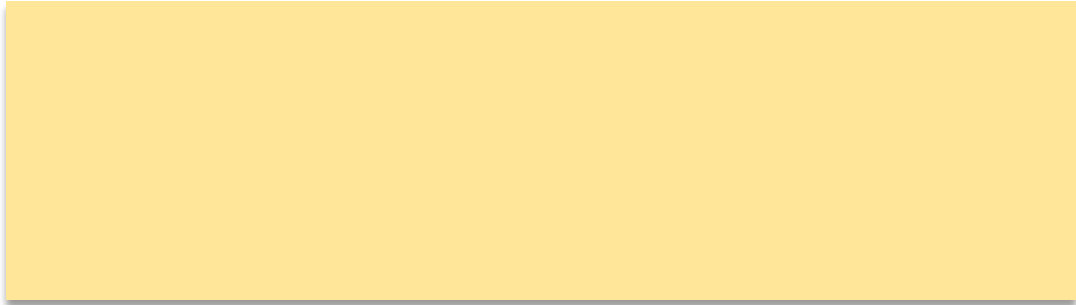


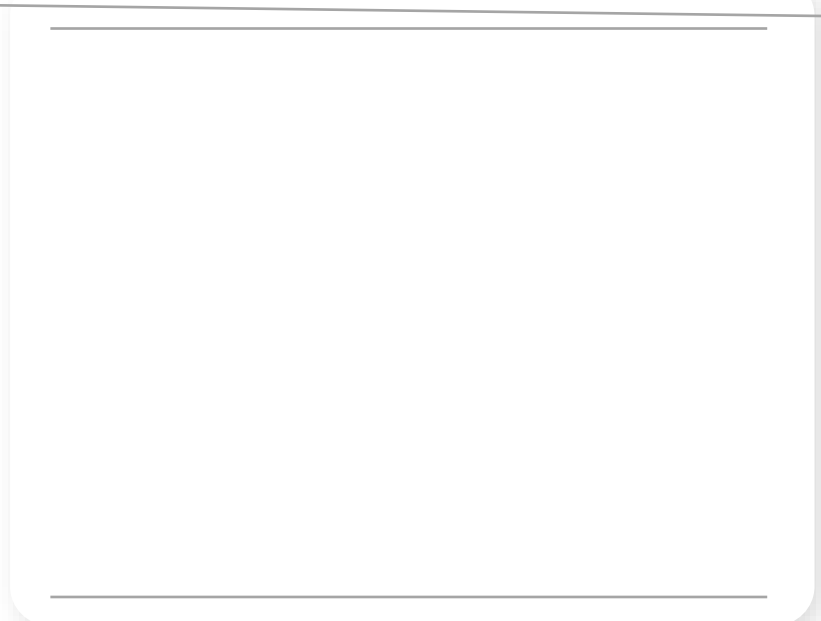
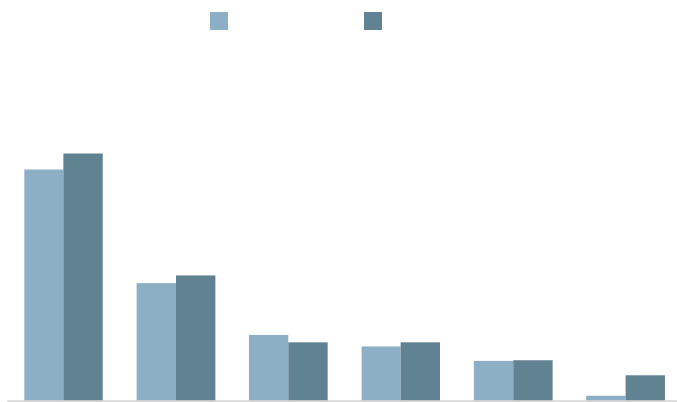
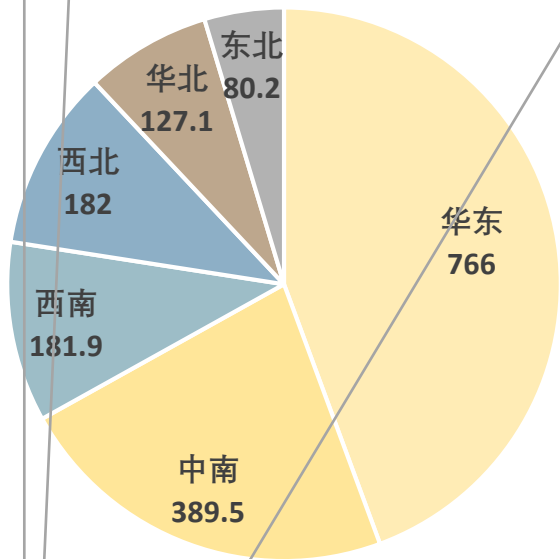
2024H1	2025H1
2.2	1.2
(1.2)	(0.8)
(2.7)	(3.5)
9.1	5.2



03









Free™



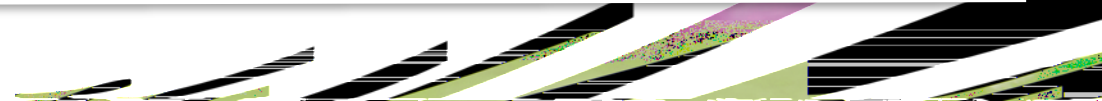
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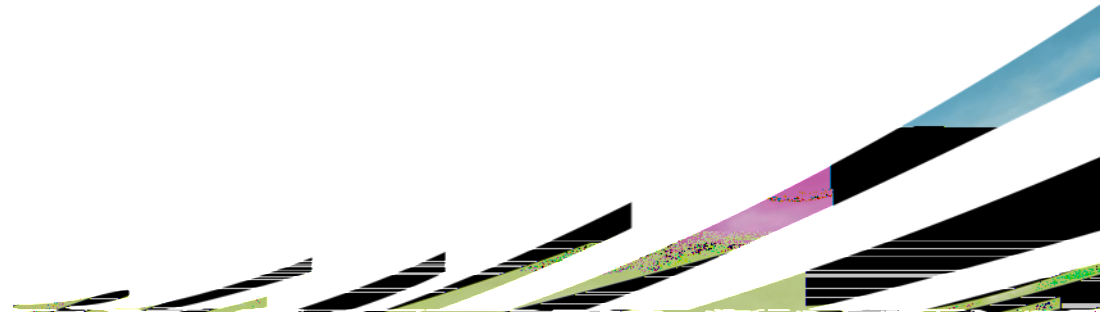




#喜欢你 SO SMART#

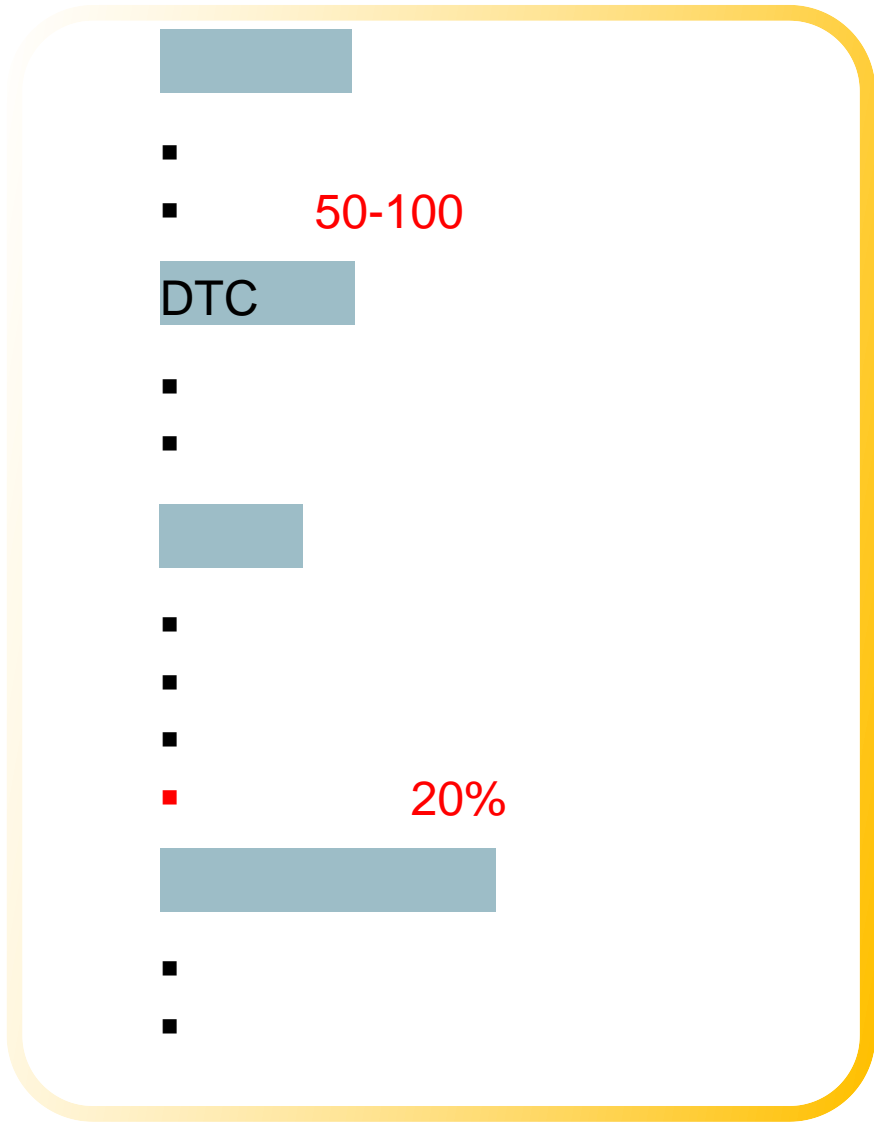
SMART 精英西服







04

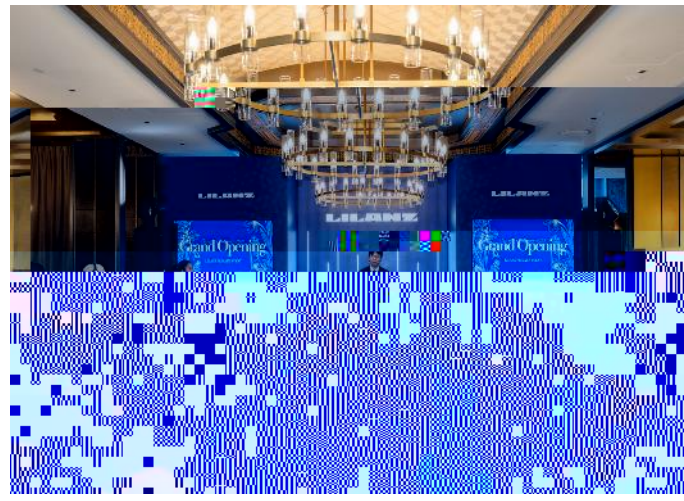


50-100

DTC

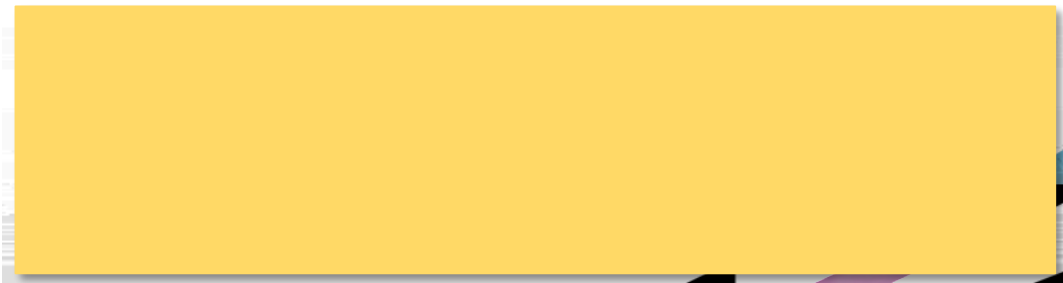
20%

10+%

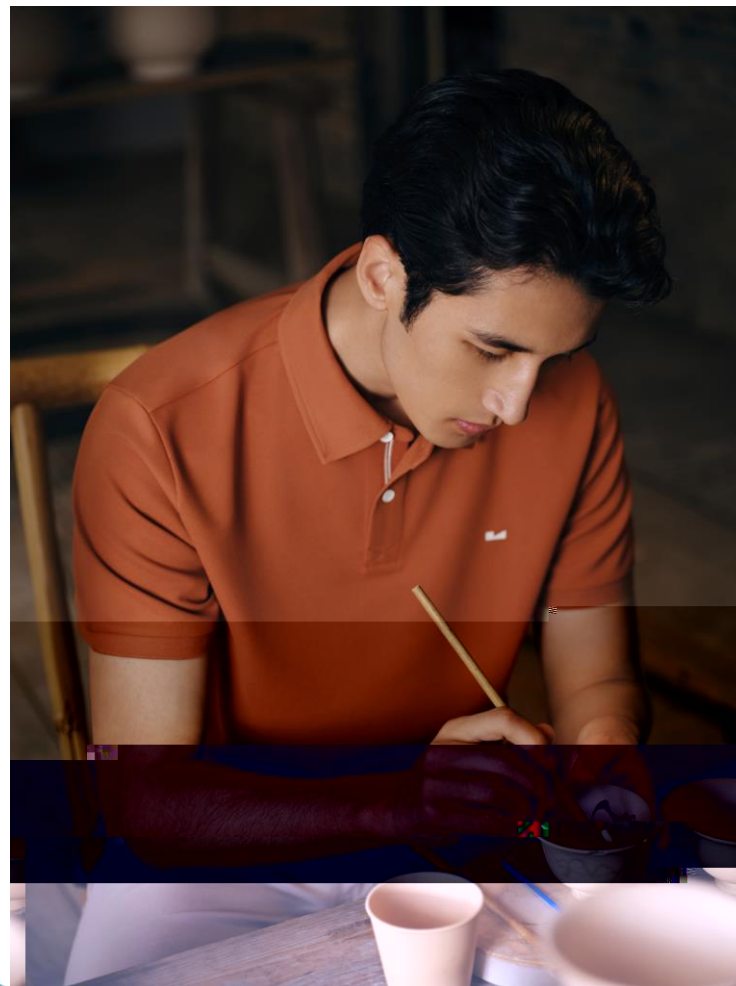




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