

LILANZ 利郎

CHINA LILANG LIMITED
中國利郎有限公司

Stock Code:1234



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LILANZ 利郎
SIMPLY YET
SOPHISTICATED

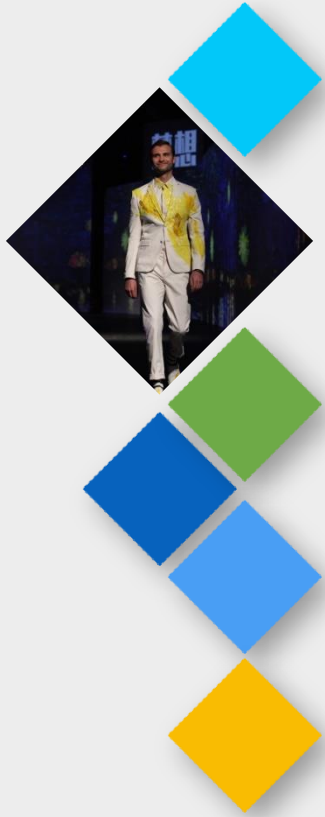
Brand Culture

Lilanz is a leading fashion brand in China, known for its sophisticated and simple yet sophisticated style. The brand has a long history and a strong reputation in the fashion industry. It is committed to providing high-quality products and excellent customer service.

China's strong economy has created a "boom" for "China Lilanz" with its sophisticated, simple yet sophisticated style. The brand has a long history and a strong reputation in the fashion industry. It is committed to providing high-quality products and excellent customer service.

About China Lilang

China Lilang is a leading fashion brand in China, known for its sophisticated and simple yet sophisticated style. The brand has a long history and a strong reputation in the fashion industry. It is committed to providing high-quality products and excellent customer service.



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RESULTS
HIGHLIGHTS

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2015 Operating environment full of challenges

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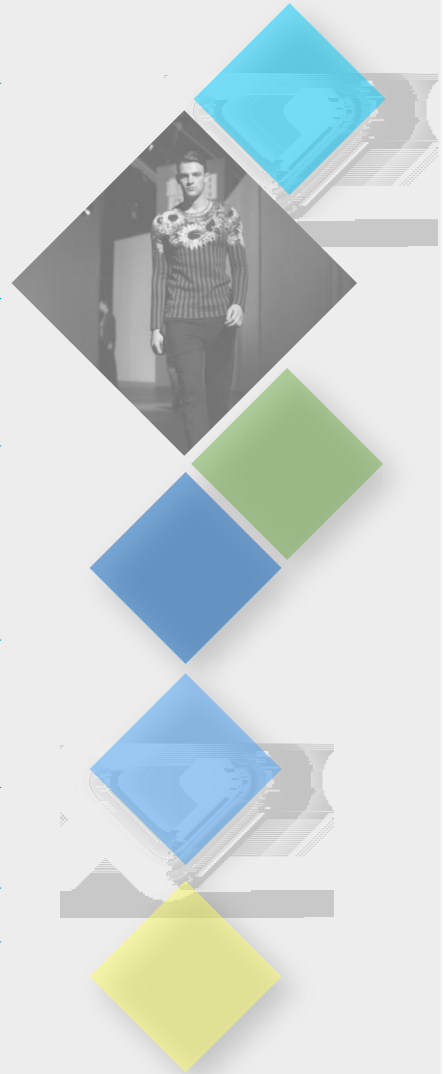
China Lilang outperformed rivals and improved competitiveness

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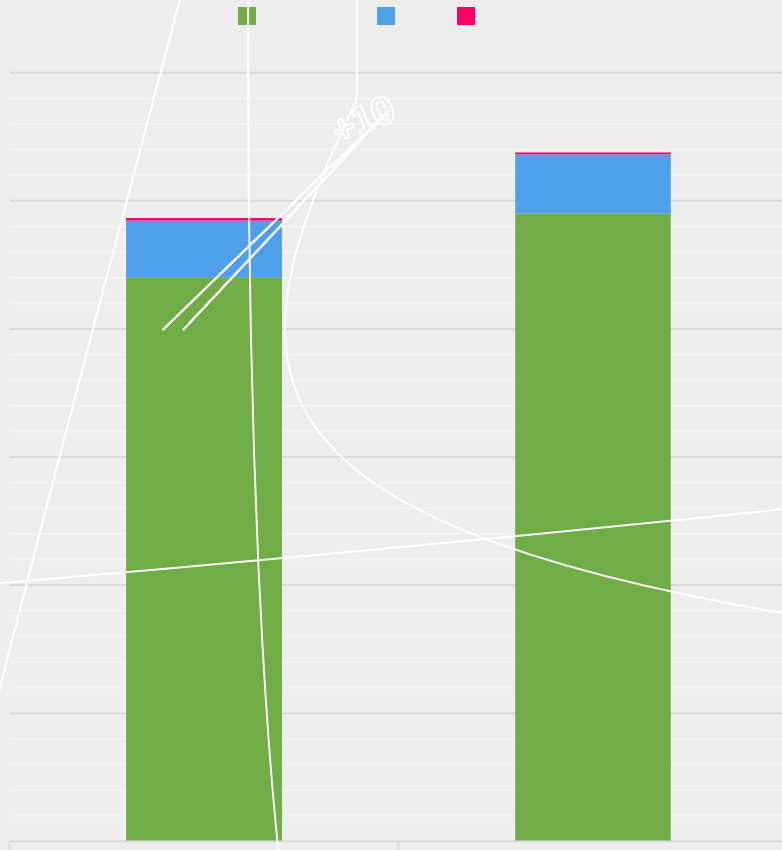
	FY2015 RMB'000	FY2014 RMB'000	Change /
	2,689.1		
	1,142.8		
	794.1		
	625.2		
	51.83		
	51.77		
	17.0		
	7.0		
	42.5%		
	29.5%		
	23.2%		
	22.3%		
	27.6%		
	8.3%		



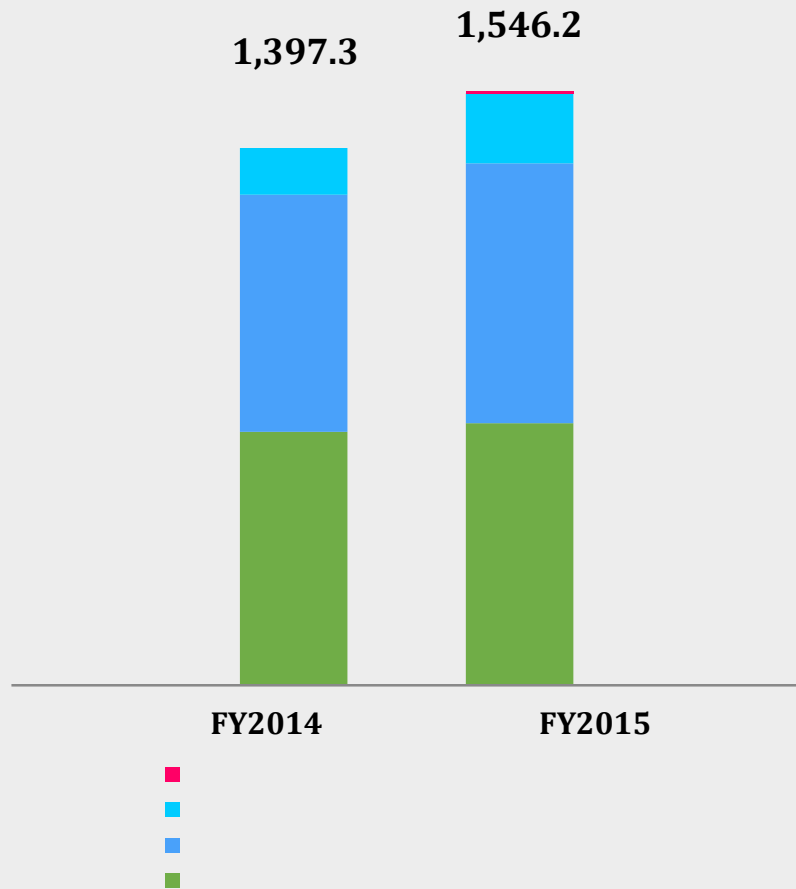
FINANCIAL REVIEW



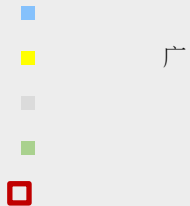
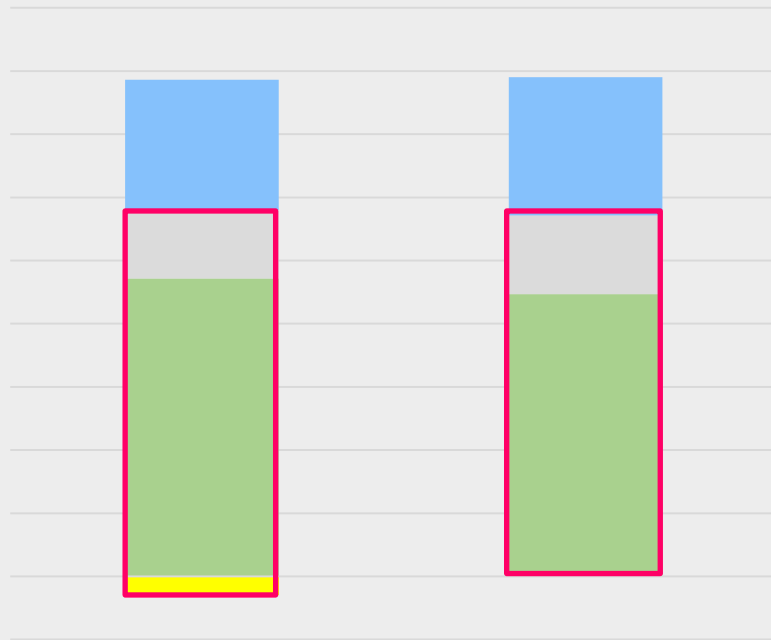
Total Revenue & Revenue By Brand



Cost of Sales & Percentage Breakdown

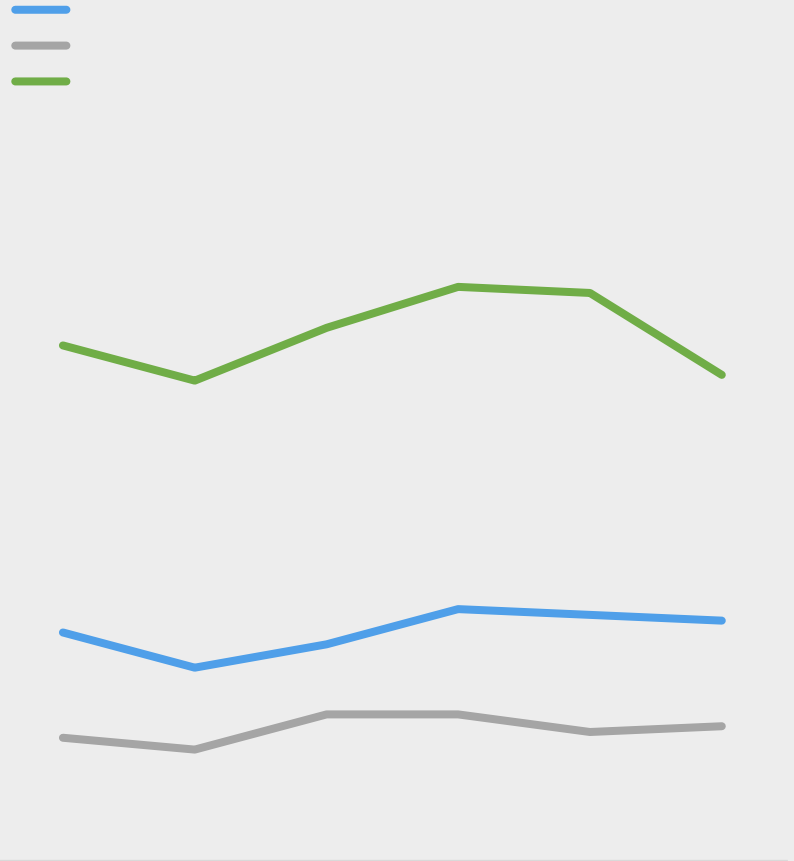


Total SD&A Expenses

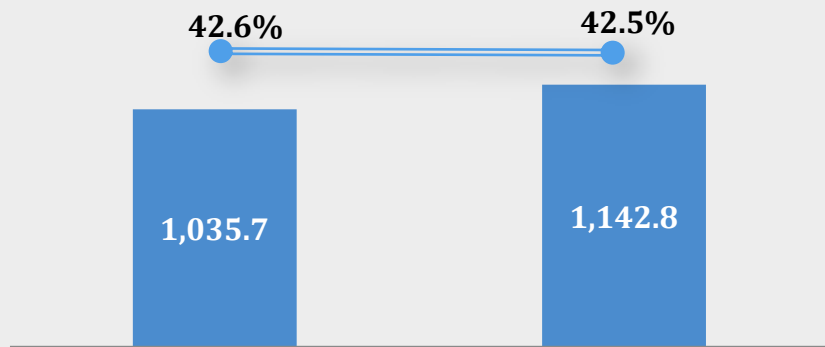


SD&A as % of Revenue

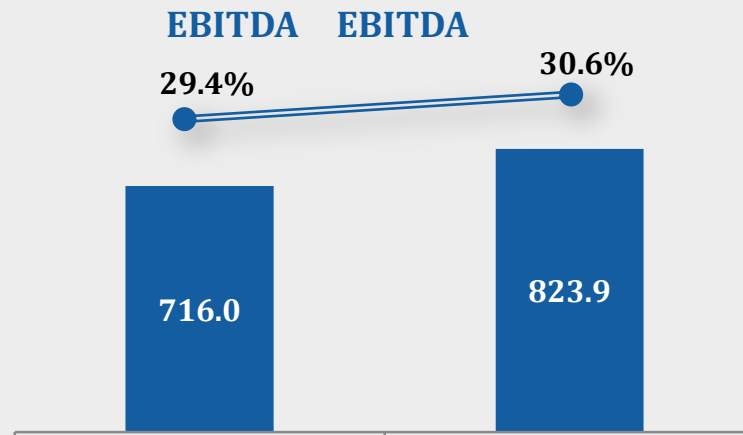
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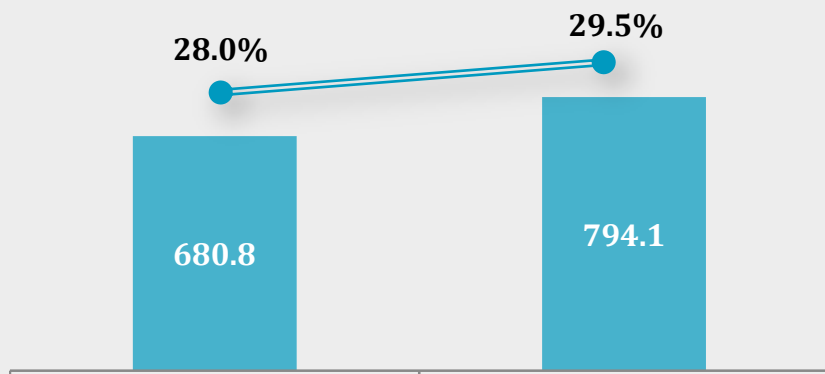
Gross profit & margin



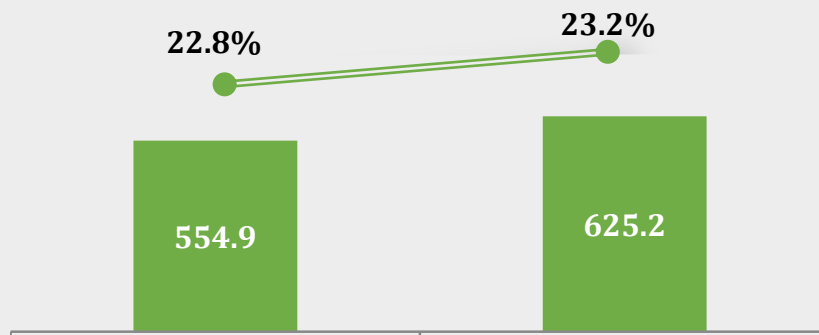
EBITDA & EBITDA margin



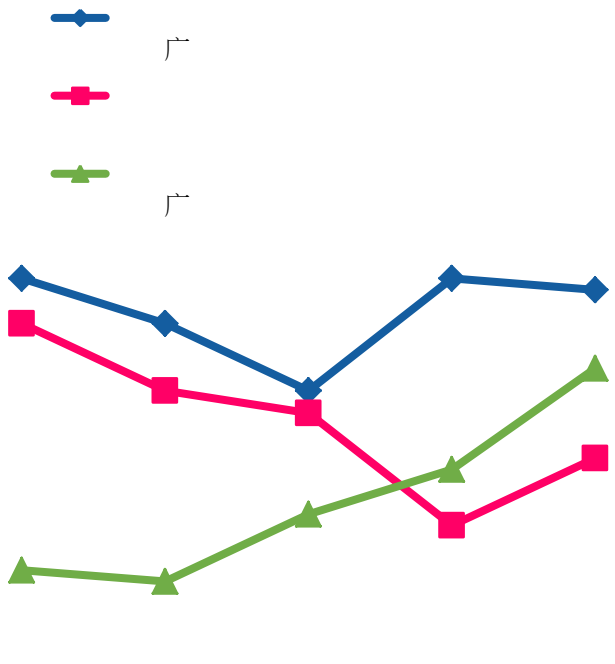
Operating profit & margin



Net profit & margin



Turnover days



◆ Trade receivables

■ Inventory

▲ Trade payables

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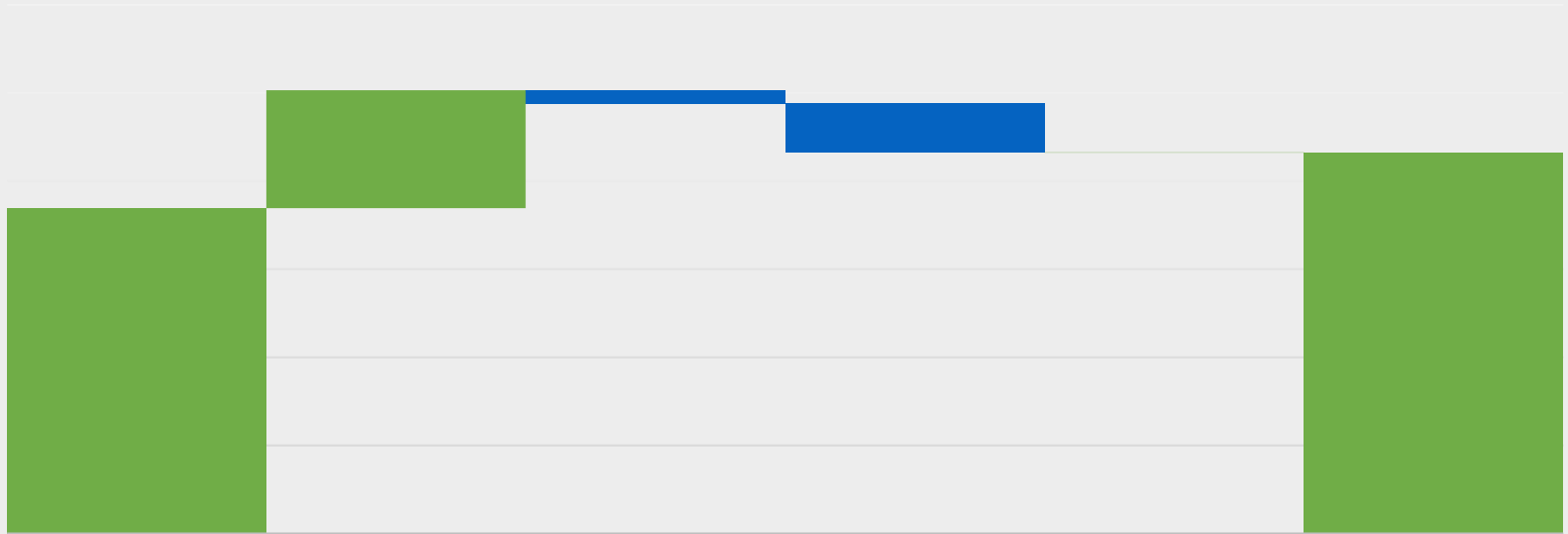
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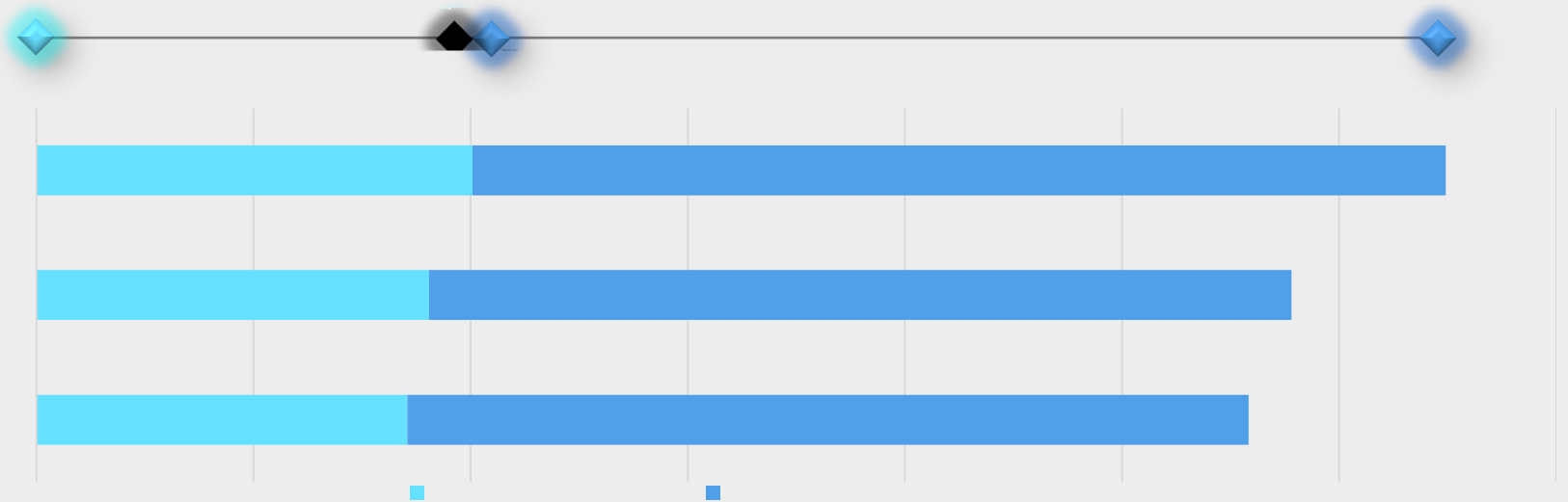
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Cash and cash equivalents



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Total cash and bank balance



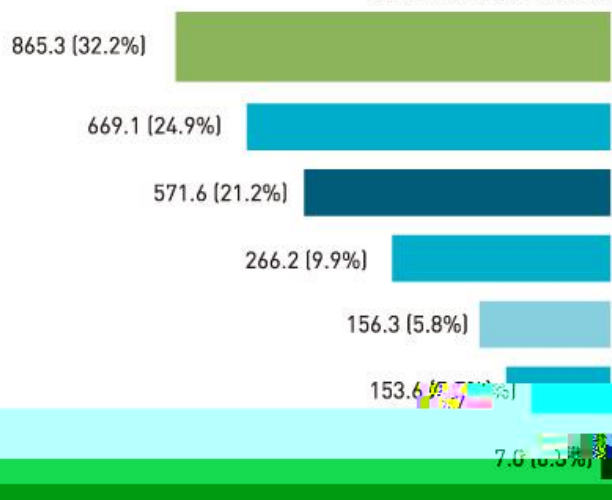
BUSINESS & OPERATIONAL REVIEW

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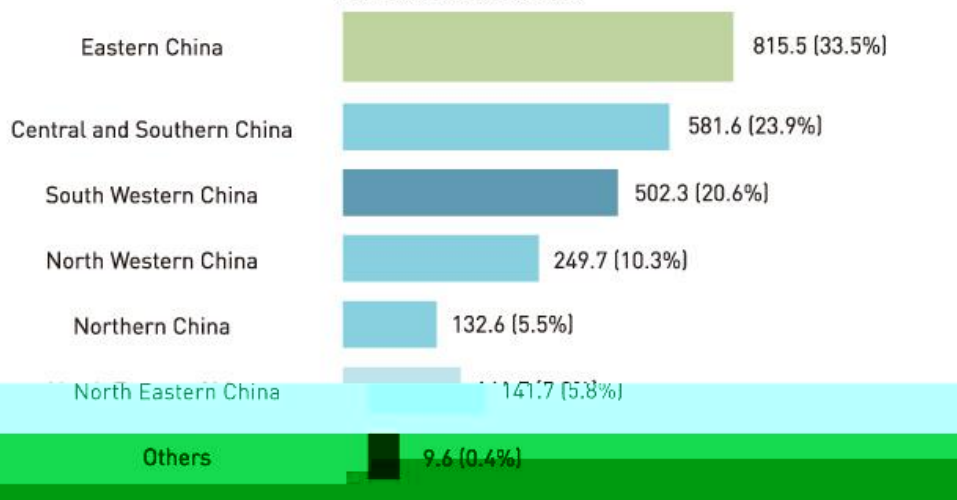
2015

Revenue by Region
RMB million (% of revenue)



2014

Revenue by Region
RMB million (% of revenue)



LILANZ

No. of stores renovated

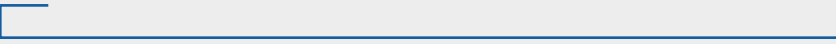
2012

2013

2014

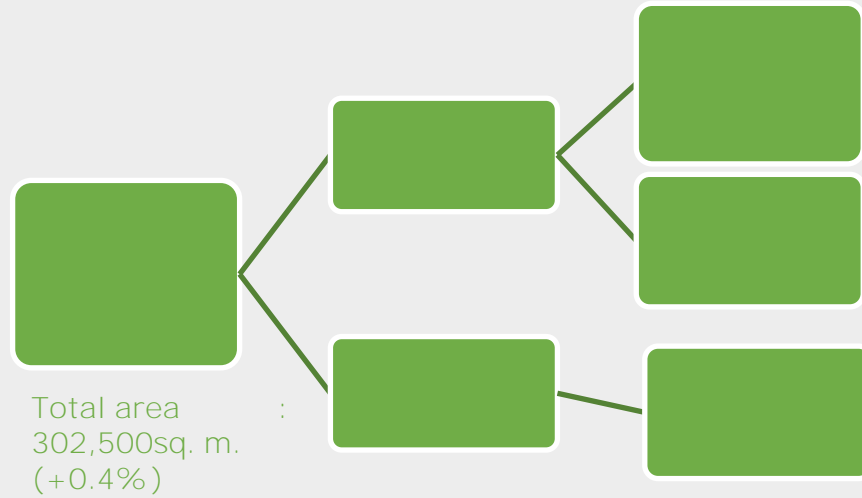
1H2015

2H2015



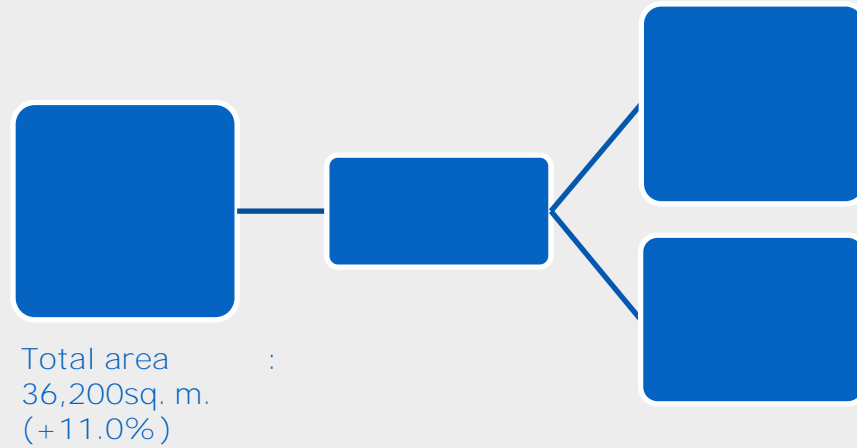
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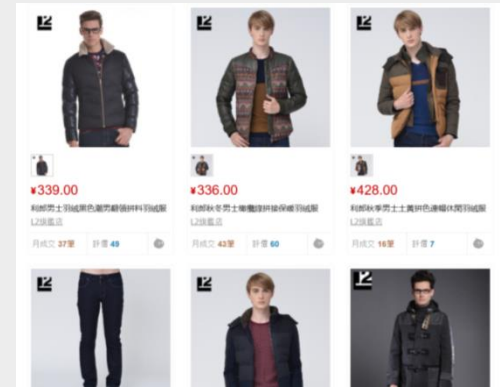
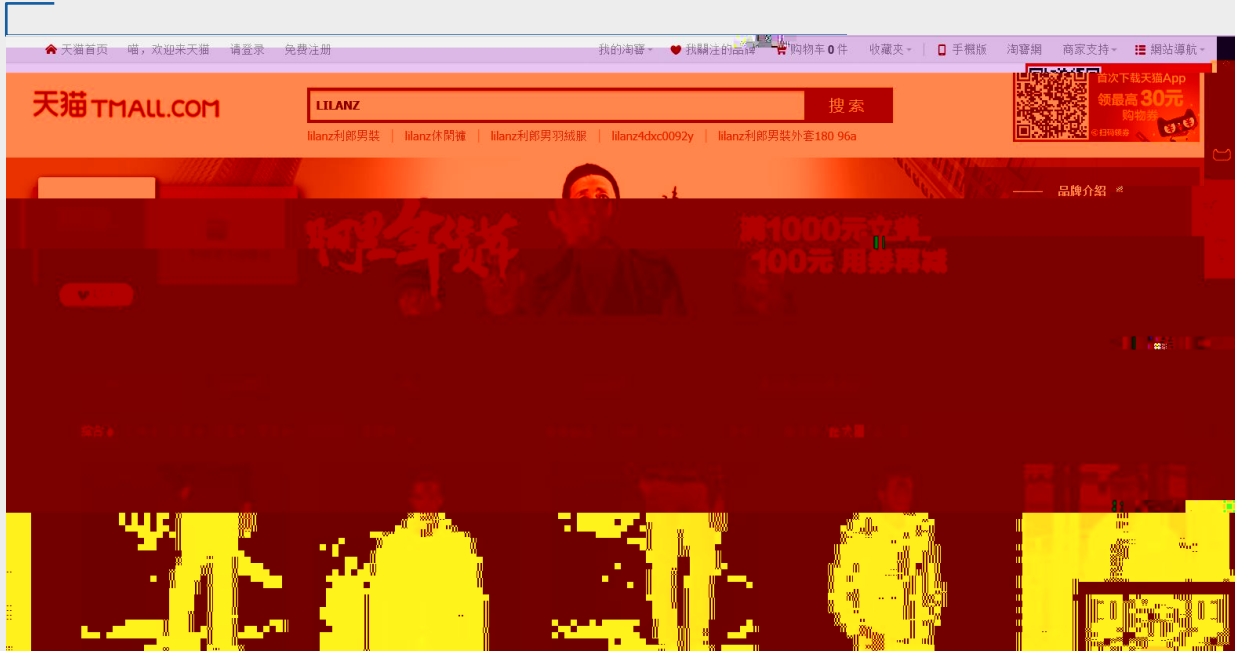
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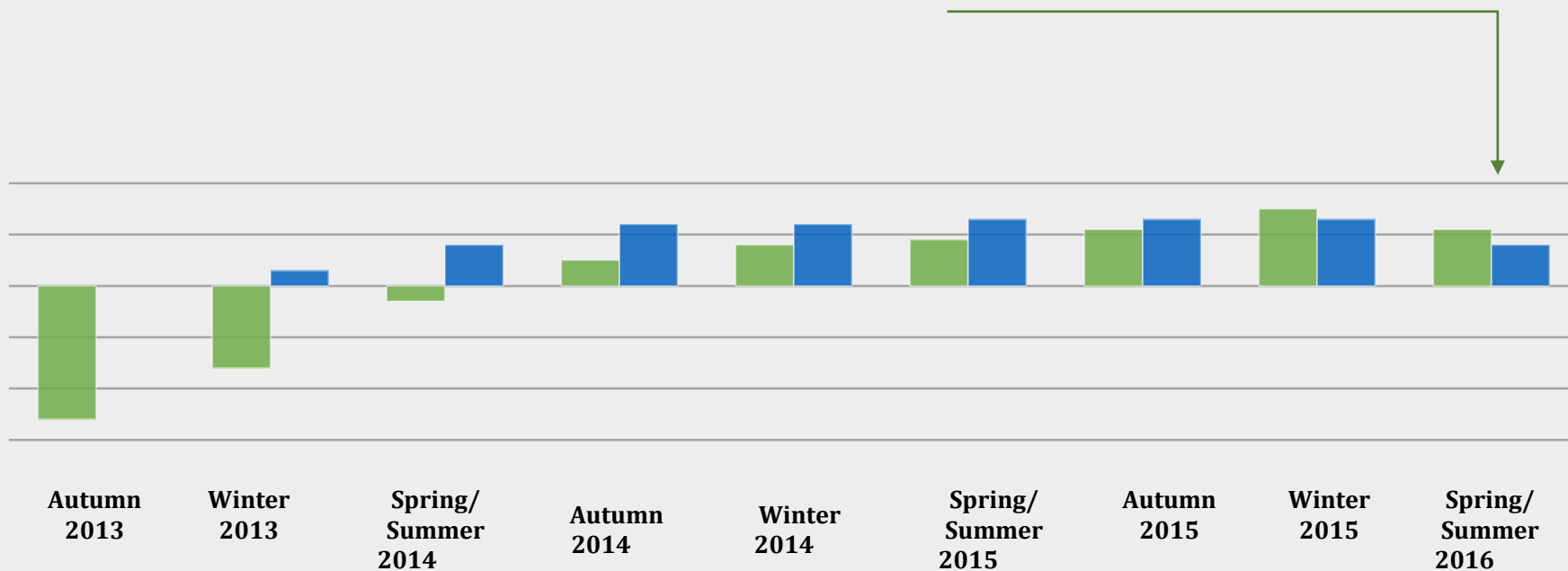
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**OUTLOOK &
STRATEGY**





Operating environment still uncertain

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Continue to adopt the strategy of “improving product quality without raising the price” and focus on store efficiency improvement

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OPEN FORUM



(RMB '000)	()	31.12.2015		
Non-current assets				
		411,455	409,307	414,014
Current assets				
	广 广			
		4,344,178	3,784,847	3,709,656
Current liabilities				
	广 广			
		1,805,717	1,381,065	1,359,532
Net current assets		2,538,461	2,403,782	2,350,124
Total assets less current liabilities		2,949,916	2,813,089	2,764,138
Non-current liabilities				
		38,718	56,529	66,269
Net assets		2,911,198	2,756,560	2,697,869