

(For Immediate Release)

LILANZ 利郎

China Lilang Limited

中國利郎有限公司

**China Lilang Announces 2016 Spring and Summer Trade Fair Results
“LILANZ” and “L2” sustained growth**

(1 September 2015 – Hong Kong) **China Lilang Limited** (“China Lilang” or the “Company”, which together with its subsidiaries, is referred to as the “Group”; stock code: 1234) is pleased to announce the results of its 2016 Spring and Summer Trade Fairs.

At the 2016 Spring and Summer Trade Fairs, the Group’s core brand “LILANZ” recorded a low double digit growth in total order value from the corresponding trade fairs last year, while the Group’s sub-brand “L2” recorded a mid-single digit increase in total order value. The satisfactory growth in trade fair orders, despite a challenging environment, reflected a relatively healthy level of channel inventory and the improving same store sales growth of the distributors as a result of the Group’s successful implementation of the “improving product quality without raising the price” strategy. At the Trade Fairs, average selling prices by product type of both brands were similar to those of their 2015 Spring and Summer collections. Delivery of the above orders is expected to commence in January 2016.

The 2016 Spring and Summer Trade Fairs of “LILANZ” and “L2” had just been held in Jinjiang and Shanghai, respectively, each of which showcased 1,500 to 2000 new products of apparel, shoes and accessories for each of the seasons.

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About China Lilang

China Lilang is one of the leading PRC menswear enterprises. As an integrated fashion enterprise, the Group designs, sources, manufactures and sells high-quality business casual and fashion casual menswear. Its products are sold across an extensive distribution network, covering 31 provinces, autonomous regions and municipalities in the PRC under its core brand “LILANZ” and sub-brand “L2”. Its menswear products include jackets, coats, suits, shirts, trousers, sweaters and accessories.

For further inquiries, please contact:

iPR Ogilvy & Mather

Charis Yau / Heng Tam / Adrian Leung

Tel: (852) 2136 6183/ 3920 7656 / 2169 0646

Fax: (852) 3170 6606

Email: lilang@iprogilvy.com