

[For Immediate Release]

LILANZ 利郎

China Lilang Announces 2016 Winter Trade Fair Results “LILANZ” and “L2” Total Order Value Declined

(2 June 2016 – 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 Winter trade fairs.

Similar to the 2016 Autumn trade fair, the 2016 Winter trade fair orders was affected as expected, since sales performance of the retail stores in the fourth quarter of 2015 was slower than expected due to the economic environment and extreme weather, which led to a higher level of channel inventories of the 2015 fall/winter collections than in the previous year. Compared with the 2015 Winter trade fair, total order value of the Group’s core brand “LILANZ” declined by 5% to 7%, which was slightly narrowed as compared with the order drop for the 2016 Autumn trade fair. As the Group continued to implement the strategy of “improving product quality without raising the price”, the average selling price of products recorded a mid single-digit percentage decline. For sub-brand “L2”, total order value declined by 20% to 25% while its average selling price is similar to that of last year. Delivery of the above orders is expected to commence in August 2016.

The 2016 Winter Trade Fairs of “LILANZ” and “L2” had just been held in Jinjiang and Shanghai, respectively, each of which showcased 1,500 to 2,000 new products of apparel, shoes and accessories.

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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 and manufactures high-quality business casual and fashion casual menswear and sells under its core brand “LILANZ” and sub-brand “L2” across an extensive distribution network, covering 31 provinces, autonomous regions and municipalities in the PRC.

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