

[For Immediate Release]

# LILANZ 利郎

## China Lilang Announces 2017 Spring and Summer Trade Fair Results LILANZ's Overall Sales Order Declines and Volume Flat

(6 September 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 2017 Spring and Summer Trade Fair.

Affected by the economic environment, the Group's core brand “LILANZ” recorded a high single-digit decline year-on-year in both the total order value and average selling price. In times of challenging operating environment, the Group continues to endeavor to maintaining the channel inventories healthy and proceeds with the strategy of “improving product quality without raising the price” in order to drive the same-store sales growth of the distributors.

The 2017 Spring and Summer trade fair of “LILANZ” was held in Jinjiang, showcasing 1,500 to 2,000 new products of apparel, shoes and accessories.

Meanwhile, the Group is seeking better solutions for taking orders from distributors for “L2” to enhance the efficiency of channel management and has ceased hosting trade fairs for sales orders taking starting from the 2017 Spring and Summer 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 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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