

[For Immediate Release]

LILANZ 利郎

China Lilang Announces 2017 Autumn Trade Fair Results LILANZ's Total Order Value Back to Growth

(13 March 2017 – Hong Kong) **China Lilang Limited** (“China Lilang” or the “Company”, which together with its subsidiaries, is referred to as the “Group”; stock code: 1234) today announces that its core brand “LILANZ” has recorded high single-digit growth in total order value in its 2017 Autumn trade fair, which put to an end to the decline for the past four quarters.

Thanks to the control over the fall and winter orders in 2016, while the retail sales of “LILANZ” continued to outperform other industry peers, the channel inventory for fall and winter products has returned to a healthy level. The distributors have high confidence in the Group’s products, which improved the trade fair orders. Average selling price by category of the Autumn products is similar to that of last year. Delivery of the above orders is expected to commence in June 2017.

The 2017 Autumn Trade Fairs of “LILANZ” had just been held in Jinjiang, which showcased 2,000 to 2,500 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.

For further inquiries, please contact:

Charis Yau / Natalie Tang

Tel: (852) 2254 8848 / 2254 8838

Mob: (852) 9273 0293 / 6021 6644

Email: cyau@ycom.hk / ntang@ycom.hk