

[For Immediate Release]

LILANZ 利郎

China Lilang Announces 2018 Spring and Summer Trade Fair Results LILANZ's Overall Sales Order Recorded 21% Growth Exceeded Management Expectation

(5 September 2017 – Hong Kong) **China Lilang Limited** (“China Lilang” or the “Company”, together with its subsidiaries, known as the “Group”; stock code: 1234) is pleased to announce the results of its 2018 Spring and Summer Trade Fair.

The Group’s “LILANZ” brand has recorded 21% growth year-on-year in total order value (in terms of wholesale value) in its 2018 spring and summer trade fair, which is slightly better than the management’s expectation. This reflected the improved confidence of distributors as the retail sales of “LILANZ” continue to outperform other industry peers and the channel inventory is at a healthy level. The growth was mainly driven by sales volume with the average selling price by category of the spring and summer products similar to that of last year.

In addition, the “LILANZ” stores, which have been in operation for more than 18 months by the Group’s distributors and sub-distributors, recorded mid single-digit same-store sales growth (at retail value) on average for the period from January to August 2017 as compared to the same period in 2016. This is in line with the management’s expectation.



The above picture is the catwalk show held during the 2018 Spring and Summer Trade Fair

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About China Lilang

China Lilang is one of the leading PRC menswear enterprises. The Group designs, sources and manufactures high-quality business casual and fashion casual menswear and sells under the "LILANZ" brand across an extensive distribution network, covering 31 provinces, autonomous regions and municipalities in the PRC.

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