

[For Immediate Release]

LILANZ 利郎

China Lilang Announces 2018 Winter Trade Fair Results LILANZ's Overall Sales Order Recorded 33% Growth

(5 June 2018 – 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 Winter Trade Fair.

The Group’s “LILANZ” brand has recorded 33% growth year-on-year in total order value (in terms of wholesale value) in its 2018 winter trade fair. The robust order growth for three consecutive trade fairs reflected the high confidence of distributors in the Group’s products as the retail sales of “LILANZ” continue to outperform other industry peers and the channel inventory is at a healthy level. The average selling price by product category of the winter collection has increased marginally to reflect the increase in material costs.

In addition, the “LILANZ” stores, which have been in operation for more than 18 months by the Group’s distributors and sub-distributors, recorded about 10% same-store sales growth (at retail value) on average for the period from January to May 2018 as compared to the same period in 2017.





The above pictures are the catwalk show held during LILANZ's 2018 Winter 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 and 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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