

# LILANZ 利郎

## **China Lilang Announces 2020 Q3 Operational Performance LILANZ Products Achieve 5-10% Retail Sales Value Growth Y-O-Y Golden Week Sales Surges by over 40%**

(12 October 2020 – Hong Kong) **China Lilang Limited** (“China Lilang”, together with its subsidiaries known as the “Group”; stock code: 1234) has today announced its third quarterly operational performance for the three months ended 30 September 2020 (“2020 Q3”).

Retail sales (in terms of retail value) of LILANZ products for 2020 Q3 increased by 5%-10% when compared with the same period in 2019.

Mr. Wang Dong Xing, Chairman and Executive Director of China Lilang, said,  
*“During 2020 Q3, China managed to get the novel coronavirus epidemic under control and return to a near-normal condition at a relatively rapid speed. As the market gradually recovers and consumer demand continues to pick up, total retail sales of the Group’s products has returned to growth. In particular, it’s encouraging that during the Golden Week holiday (1-8 October), retail sales value of Lilanz products jumped over 40% when compared with the same period last year. The Group has encouraged distributors to open stores in outlet malls as planned so as to speed up inventory clearance. We will continue to improve operational efficiency, inventory management, e-commerce business and brand promotion for the steady development of our business in the second half of the year.”*

-End-

### **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 and casual apparel for men and sells under the LILANZ brand across an extensive distribution network, covering 31 provinces, autonomous regions and municipalities in the PRC.

For further inquiries, please contact:

Keris Leung / Phoebe Leung / Rachel Lau

Tel: (852) 2864 4863 / 2114 4172 / 2864 4824

Email: [chinalilang@sprg.com.hk](mailto:chinalilang@sprg.com.hk)