

**(For Immediate Release)**

**LILANZ 利郎**

**China Lilang Limited**

中國利郎有限公司

**China Lilang Announces 2014 Winter Trade Fair Results  
Increase in Sales Orders for Two Consecutive Seasons  
Confidence Among Distributors Improved**

(3 June 2014 – 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 2014 Winter Trade Fairs.

Compared with the 2013 Winter Trade Fairs, the Group's core brand "LILANZ" recorded a high-single-digit increase in the total order value at the Winter Trade Fair this year. This followed the growth in the total order value for the brand at the 2014 Autumn Trade Fair. Meanwhile, the Group's sub-brand "L2" recorded a low-double-digit growth in total order value at the Winter Trade Fair this year. The results show the improvement in confidence level among the distributors. At the trade fairs, "LILANZ" and "L2" respectively recorded a mid-single-digit and a low single digit decrease in average selling price. These reflect the changes in product mix and also the continuation of the strategy of "improving the product quality without raising the price" by the Group. Delivery of the above orders is expected to commence in August 2014.

The 2014 Autumn Trade Fair of "LILANZ" and "L2" were held in May in Jinjiang and Shanghai respectively. Over 1,000 new products of apparel, shoes and accessories were showcased in each of the trade fairs of "LILANZ" and "L2".

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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, manufactures and sells high-quality business casual and fashion casual menswear. Its products are sold across an extensive distribution network, covering 31 provinces, autonomous regions and municipalities in the PRC under its core brand "LILANZ" and sub-brand "L2". Its menswear products include suits, jackets, shirts, trousers, sweaters and accessories.

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