

LILANZ 利郎

China Lilang Announces 2022 Q3 Operational Performance

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**Retails sales of LILANZ products record low single-digit growth
year-on-year**

**New logistics centre commenced operation to enhance efficiency
for advent of 11.11 shopping festival and year-end peak season**

(11 October 2022 – 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 2022 (“2022 Q3”).

Retail sales (in terms of retail value) of LILANZ products for 2022 Q3 recorded low single-digit growth when compared with the same period in 2021.

Mr. Wang Dong Xing, Chairman and Executive Director of China Lilang, said, *“In the third quarter of 2022, when the social economy was still affected by the pandemic, the consumer market was gradually recovering and the Group saw a low single-digit growth in its retail sales against the same period last year. The Group will continue to optimise its retail network and focus on, among others the development of new retail business while giving full play to the complementary advantages of online and offline services to enhance operational efficiency in inventory management and logistics and distribution with our new logistics centre, which commenced operation last month. The traditional high season of the retail market begins in late October and the 11.11 shopping festival is right around the corner. With consumption momentum gathering, the Group will continue to adopt flexible sales strategies, striving to enhance its brand image and accelerate new retail development to maintain channel health so as to outperform its peers.”*

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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 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 enquiries, please contact:

Keris Leung / Phoebe Leung

Tel: (852) 2864 4863 / 2114 4172

Email: chinalilang@sprg.com.hk