

[For Immediate Release]

LILANZ 利郎

China Lilang Announces 2019 Spring and Summer Trade Fair Results LILANZ's Overall Sales Order Recorded 23% Growth

(4 September 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 2019 spring and summer trade fair.

The “LILANZ” brand has recorded 23% growth year-on-year in total order value (in terms of wholesale value) in its 2019 spring and summer trade fair. The robust order growth for four consecutive trade fairs reflected the high confidence of the 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 respective average selling price of some product categories of the spring and summer collections 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, continued to improve in efficiency and recorded a high single-digit same-store sales growth (at retail value) on average for the period from July to August 2018 as compared to the same period in 2017.



The above picture is the catwalk show held during LILANZ's 2019 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 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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