

[For Immediate Release]

LILANZ 利郎

China Lilang Announces 2019 Autumn Trade Fair Results LILANZ's Overall Sales Order Recorded 21% Growth

(13 March 2019 – 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 autumn trade fair.

The “LILANZ” brand has recorded 21% growth year-on-year in total order value (in terms of wholesale value) in its 2019 autumn trade fair. The robust order growth for five consecutive trade fairs reflected the sustaining confidence of distributors as retail performance of LILANZ products continue to outperform other industry peers under the Group’s continuous efforts to upgrade our channel management and enrich our product mix. The average selling price by product category of the autumn collection is similar to that of last year.

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 first two months of 2019 as compared to the same period in 2018.



The above picture is the catwalk show held during LILANZ's 2019 autumn trade fair.

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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.

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