

[For Immediate Release]

LILANZ 利郎

China Lilang Announces 2019 Winter Trade Fair Results LILANZ's Overall Sales Order Recorded 10%-13% Growth

(3 June 2019 – Hong Kong) **China Lilang Limited** (“China Lilang” or the “Company”, together with its subsidiaries, known as the “Group”; stock code: 1234) announces the results of 2019 winter trade fair.

The Group recorded 10%-13% growth year on year in total order value (in terms of wholesale value) in its 2019 winter trade fair. The slower-than-expected order growth mainly reflected the slight decrease in average selling price as compared to the previous year as raw material costs decreased. Although the escalation of the US-China trade war and the slowdown of retail sales growth in May have some impacts on the confidence of distributors, volume growth remained at a healthy level of 15%-20%.

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 January to May 2019 as compared to the same period in 2018.



The above picture is taken during the catwalk show of LILANZ's 2019 winter 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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