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LILANZ 利郎
CHINA LILANG LIMITED
中國利郎有限公司

(Incorporated in the Cayman Islands with limited liability)

(Stock Code: 1234)

2019 FALL TRADE FAIR RESULTS
AND
OPERATIONAL UPDATE

This announcement is published on a voluntary basis by the board of directors (the “**Board**”) of China Lilang Limited (the “**Company**”, together with its subsidiaries known as the “**Group**”) to provide an operational update on the business of the Group.

2019 Fall Trade Fair Results

The Group has recorded 21% growth in total order value (in terms of wholesale value) year-on-year in its 2019 fall trade fair. The average selling price by product category of the fall collection is similar to that of last year.

Same-Store Sales Performance During January To February 2019

The “LILANZ” stores, which have been in operation for more than 18 months by the Group’s distributors and sub-distributors, recorded high single-digit same-store sales growth (at retail value) on average for the period from January to February 2019 as compared to the same period in 2018.

The trade fair results and same-store sales performance data do not constitute, represent or indicate directly the full picture of the Group’s revenue or financial performance.

This announcement is based on the Board’s preliminary review of the draft unaudited operational data of the Group and the information currently available to the Board, and it is not based on any figures or information which have been audited or reviewed by the Company’s auditor. The information contained in this announcement may be subject to change and adjustment. Shareholders of the Company and potential investors are advised to exercise caution when dealing in the Company’s shares.

By order of the Board
China Lilang Limited
Wang Dong Xing
Chairman

Hong Kong, 13 March 2019

As at the date of this announcement, the executive directors are Mr. Wang Dong Xing, Mr. Wang Liang Xing, Mr. Wang Cong Xing, Mr. Cai Rong Hua, Mr. Hu Cheng Chu and Mr. Pan Rong Bin; and the independent non-executive directors are Dr. Lu Hong Te, Mr. Nie Xing and Mr. Lai Shixian.