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EMBRY HOLDINGS LIMITED

安莉芳控股有限公司

(incorporated in the Cayman Islands with limited liability)

(Stock Code: 1388)

VOLUNTARY DISCLOSURE PURSUANT TO RULE 13.09 OF THE LISTING RULES

Sales Update for the Period from July to September of 2011

The Board of Directors (the “**Board**”) of Embry Holdings Limited (the “**Company**”, and together with its subsidiaries, the “**Group**”) is pleased to provide a voluntary disclosure on the sales growth of the Group for the period from July to September of 2011 (the “**Period**”). This announcement is made pursuant to Rule 13.09 of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited.

Information in this announcement is based on the preliminary assessment of the Group’s management accounts which have not been reviewed or audited by the auditors of the Company. Shareholders and potential investors are advised to exercise caution when dealing in the shares of the Company.

Overall sales growth of the Group for the Period has reached 33% as compared to the same period of last year. Increase in sales is mainly attributable to continual increase in sales in the China retail market, an expanded sales network of the Group and increase in the overall demand from the Group’s customers. Products of all five brands of the Group enjoyed growth in sales during the Period. For the stores that had been in operation for more than a year, same store sales enjoyed double-digit growth year-on-year.

During the Period, 54 retail outlets mainly in China, on a net basis, were added to the network, bringing a total of 2,066 retail outlets by the end of September, which comprised 1,865 concessionary counters and 201 retail shops.

As there is a net increase in the number of retail outlets, it is expected that there will be additional advertising and counter decoration expenses during the year.

On Behalf of the Board of
Embry Holdings Limited
Cheng Man Tai
Chairman

Hong Kong, 24 October 2011

As at the date of this announcement, the Board comprises three executive directors, namely Mr. Cheng Man Tai (Chairman), Ms. Cheng Pik Ho Liza (Chief Executive Officer) and Madam Ngok Ming Chu; and three independent non-executive directors, namely Mr. Lau Siu Ki, Mr. Lee Kwan Hung and Prof. Lee T. S.