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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)

ANNOUNCEMENT ON SALES UPDATE FOR THE PERIOD FROM JANUARY TO MARCH OF 2024

The board (the “**Board**”) of directors (the “**Directors**”) of Embry Holdings Limited (the “**Company**”, together with its subsidiaries, the “**Group**”) announces the sales performance of the Group for the period from January to March 2024 (the “**Q1 Period**”).

Information in this announcement is based on the preliminary assessment of the Group’s unaudited consolidated management accounts for the Q1 Period which have not been reviewed or audited by the auditor of the Company. Shareholders and potential investors of the Company are advised to exercise caution when dealing in the shares of the Company.

The overall sales of the Group for the Q1 Period decreased by approximately 13.3% as compared to the same period last year due to the depreciation of Renminbi and the weak consumer sentiment in the People’s Republic of China, whereas at constant exchange rates, the Group’s sales from the Chinese mainland market decreased by around 8.4% as compared to the same period last year. During the Q1 Period, for stores that had been in operation for more than 15 months, same store sales recorded a double-digit decrease year on year. As at the end of March 2024, there were a total of 965 retail outlets, comprising 805 concessionary counters and 160 retail shops. The number of retail outlets net decreased by 42 as compared to the end of December 2023.

On Behalf of the Board of
Embry Holdings Limited
Ngok Ming Chu
Chairman

Hong Kong, 26 April 2024

As at the date of this announcement, the Board comprises four executive Directors, namely Madam Ngok Ming Chu (Chairman), Ms. Cheng Pik Ho Liza (Chief Executive Officer), Mr. Cheng Chuen Chuen and Ms. Lu Qun; and four independent non-executive Directors, namely Mr. Chan Chi On, Mr. Lau Siu Ki, Mr. Lee Kwan Hung and Prof. Lee T. S.