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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 2018

The board (the “**Board**”) of directors (the “**Directors**”) of Embry Holdings Limited (the “**Company**”), and together with its subsidiaries, the “**Group**”) announces the sales performance of the Group for the period from January to March of 2018 (the “**Period**”).

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.

Due to the continuous appreciation of Renminbi since mid-2017 and the slight increase in sales derived from the Group’s major sales channels in Mainland China, the overall sales of the Group during the Period increased by approximately 15% as compared to the same period of last year. During the Period, for stores that had been in operation for more than 15 months, same store sales in Renminbi recorded a single-digit increase year-on-year. As at the end of March 2018, there were a total of 1,908 retail outlets, comprising 1,683 concessionary counters and 225 retail shops. The number of retail outlets net decreased by 17 as compared to the end of December last year. Since the Group has been in the process of adjusting its sales network, the Group will continue to close stores with lower efficiency during 2018 to enhance overall operational efficiency.

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

Hong Kong, 25 April 2018

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 three independent non-executive Directors, namely Mr. Lau Siu Ki, Mr. Lee Kwan Hung and Prof. Lee T. S.