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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 JULY TO SEPTEMBER OF 2016

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 July to September of 2016 (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.

With the continuing overall sluggish retail sentiment in Mainland China, Hong Kong and Macau and the depreciation of Renminbi, overall sales of the Group for the Period decreased by approximately 7% as compared to the same period of last year. During the Period, for stores that had been in operation for more than 21 months, same store sales recorded a single-digit decline. The number of retail outlets net decreased by 69 as compared to the end of December last year. As at the end of September 2016, there were a total of 2,147 retail outlets, comprising 1,960 concessionary counters and 187 retail shops.

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

Hong Kong, 28 October 2016

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