

[For Immediate Release]



Embry Holdings Limited Announces Positive Profit Alert

(8 March 2018 – Hong Kong) **Embry Holdings Limited** (“Embry Group” or the “Group”; Stock Code: 1388), a major lingerie brand owner and retailer in China, announces today a positive profit alert for the year ended 31 December 2017.

By referring to the announcement of the Group dated on 25 October 2017, the Group has entered into a relocation compensation agreement and supplemental agreement with Shenzhen Hui ren Jewelry City Investment Limited (the “Relocation Agreements”). Due to the recognition of the expected gain from the relocation of properties of the Group pursuant to the Relocation Agreements in accordance with the applicable accounting standards adopted by the Group, the net profit of the Group for the year ended 31 December 2017 will further increase.

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About Embry Holdings:

Embry is a major lingerie brand owner and retailer in China, which has established an extensive retail network comprising approximately 2,000 outlets that cover major cities in China, including Hong Kong and Macau. Embry operates seven brands namely, **EMBRY FORM, FANDECIE, COMFIT, E-BRA, LIZA CHENG, IADORE**, and **IVU** with each of them targeting at different customers.

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