

[For Immediate Release]



## **Embry Holdings Limited Announces Sales Update for the Third Quarter of 2018**

(25 October 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 its sales performance for the period from July to September of 2018 (“the Period”).

With the lingering sluggish overall retail sentiment in Mainland China, Hong Kong and Macau and the depreciation of Renminbi, the overall sales of the Group during the Period decreased by approximately 10% 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 in Renminbi recorded a single-digit decrease year-on-year.

As at the end of September 2018, there were a total of 1,813 retail outlets, comprising 1,567 concessionary counters and 246 retail shops. The number of retail outlets net decreased by 112 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.

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### **About Embry Group:**

Embry is a major lingerie brand owner and retailer in China, which has established an extensive retail network comprising over 1,800 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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