

[For Immediate Release]



Embry Holdings Limited Announces Positive Profit Alert and Sales Update for the Second Quarter of 2018

(31 July 2018 – Hong Kong) **Embry Holdings Limited** (“Embry Group” or the “Group”; Stock Code: 1388), a major lingerie brand owner and retailer in China, announces a positive profit alert and its sales performance for the period from April to June of 2018.

As a result of the increase in gross profit margin for the six months ended 30 June 2018 (“The Current Period”), as compared to the six months ended 30 June 2017 (“The Prior Period”), the net profit of the Group in the Current Period will increase by approximately 30% as compared to that for the Prior Period.

Due to the appreciation of Renminbi and increase in the overall sales derived from various sales channels including the retail outlets and the online sales platforms in the second quarter of 2018, overall sales of the Group for the period from April to June of 2018 increased by approximately 14% as compared to the same period of last year. During the Period, for stores that had been in operation for more than 18 months, same store sales recorded a single-digit increase year-on-year.

As at the end of June 2018, there were a total of 1,867 retail outlets, comprising 1,632 concessionary counters and 235 retail shops. The number of retail outlets net decreased by 58 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 Holdings:

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