

**(For Immediate Release)**



**Embry Holdings Limited  
Sales Update for the period from July to September of the  
Year 2013**

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**Sales Increased by 17% and Same Store Sales Growth Sustained**

(22 October 2013 – Hong Kong) **Embry Holdings Limited** (“Embry” or the “Group”; Stock Code: 1388), the leading lingerie brand owner and retailer in China, is pleased to announce its sales growth for the period from July to September of 2013.

Overall sales growth of the Group for the Period has reached 17% as compared to the same period of last year. During the Period, for stores that had been in operation for more than a year, same store sales enjoyed single digit growth year-on-year. The number of retail outlets net increased by 136 as compared to the end of December last year. As at the end of September 2013, there were a total of 2,257 retail outlets, comprising 2,069 concessionary counters and 188 retail shops. For the year ending 31 December 2013, the Group maintains its plan of increasing a net of about 150 retail outlets.

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**About Embry Holdings:**

Embry is a leading lingerie brand owner and retailer in China, which has established an extensive retail network comprising over 2,200 outlets that cover major cities in China, including Hong Kong and Macau. Embry operates six brands namely, **EMBRY FORM**, **FANDECIE**, **COMFIT**, **E-BRA**, **IADORE** and **LIZA CHENG** with each of them targeting at different customers. **EMBRY FORM**, the signature brand of the Group, was awarded “**The Best-Selling Lingerie Products in the Industry in China in terms of Volume, Sales and Market Share**” by the China Industrial Information Issuing Centre again. It has been the 17th consecutive year for **EMBRY FORM** to win this award. In addition, **FANDECIE**, another brand of the Group, was also officially named one of the “**Top 10 Best Sellers in the Industry in China**” for seven consecutive years.

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