

[For Immediate Release]



Embry Holdings Limited Announces Sales Update for the First Quarter of 2018

(25 April 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 January to March of 2018 (“the Period”).

Due to the continuous appreciation of Renminbi since mid-2017 and the slight increase in the sales derived from the Group’s major sales channels in Mainland China, the overall sales of the Group during the Period increased by approximately 15% as compared to the same period of last year. During the Period, for stores that had been in operation for more than 15 months, same store sales in Renminbi recorded a single-digit increase year-on-year.

As at the end of March 2018, there were a total of 1,908 retail outlets, comprising 1,683 concessionary counters and 225 retail shops. The number of retail outlets net decreased by 17 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 1,900 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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