

(For Immediate Release)



**Embry Holdings Limited
Sales Update for October to December of the Year 2013**

Sales Increased by 10% and Same Store Sales Growth Sustained

(27 January 2014 – 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 October to December of the year 2013.

The overall sales growth of the Group for the period has reached 10% 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.

During 2013, the number of retail outlets net increased by 151, which is in line with the full year plan of the Group. As at the end of December 2013, there were a total of 2,272 retail outlets, comprising 2,082 concessionary counters and 190 retail shops.

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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 seven brands namely, **EMBRY FORM, FANDECIE, COMFIT, E-BRA, IADORE, IVU** 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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