

[For Immediate Release]



Embry Holdings Limited Announces Sales Updates for the First Quarter of 2016

(27 April 2016 – 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 2016.

With the overall sluggish retail sentiment and depreciation of Renminbi, overall sales of the Group for the Period decreased by 13% 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 recorded a mid-teens decline year-on-year.

As at the end of March 2016, there were a total of 2,190 retail outlets, comprising 2,012 concessionary counters and 178 retail shops. The number of retail outlets net decreased by 26 as compared to the end of December last year.

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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 over 2,100 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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