

[For Immediate Release]



## Embry Holdings Limited Announces Sales Update for the Second Quarter of 2017

(28 July 2017 – 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 April to June of 2017.

Against the backdrop of a moderate pickup in retail sales of consumer goods in the second quarter of 2017 in the People’s Republic of China, overall sales of the Group for the Period increased by approximately 4% 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 2017, there were a total of 2,005 retail outlets, comprising 1,808 concessionary counters and 197 retail shops. The number of retail outlets net decreased by 62 as compared to the end of December last year. Since the Group has been in the process of adjusting its sales network, the Group expects a negative growth in the number of retail outlets in 2017. The Group will continue to close stores with lower efficiency during 2017 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 over 2,000 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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