

[For Immediate Release]



## Embry Holdings Limited Announces Sales Updates for the Third Quarter of 2016

(28 October 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 July to September of 2016.

With the continuing overall sluggish retail sentiment in Mainland China, Hong Kong and Macau and depreciation of Renminbi, overall sales of the Group for the Period decreased by 7% as compared to the same period of last year. During the Period, for stores that had been in operation for more than 21 months, same store sales recorded a single-digit decline year-on-year.

As at the end of September 2016, there were a total of 2,147 retail outlets, comprising 1,960 concessionary counters and 187 retail shops. The number of retail outlets net decreased by 69 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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