

(For Immediate Release)



**Embry Holdings Limited
Sales Update for January to March of the Year 2014**

Sales Increased by 14% and Same Store Sales Recorded Growth

(29 April 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 January to March of the year 2014.

The overall sales growth of the Group for the period has reached 14% 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.

The number of retail outlets net increased by 14 as compared to the end of December last year. As at the end of March 2014, there were a total of 2,286 retail outlets, comprising 2,083 concessionary counters and 203 retail shops. For the year ending 31 December 2014, the Group maintains its plan of increasing a net of about 50 retail outlets.

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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**, **LIZA CHENG** and **IVU** 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 18th 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 the eighth consecutive years.

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