

[For Immediate Release]



**Embry Holdings Limited
Announces Positive Profit Alert and
Sales Outlets Update
for the year ended 31 December 2017**

(25 January 2018 – Hong Kong) **Embry Holdings Limited** (“Embry Group” or the “Group”; Stock Code: 1388), a major lingerie brand owner and retailer in China, announces today a positive profit alert and its sales outlets update for the year ended 31 December 2017.

Due to the increase in exchange gain and operating profit for the year ended 31 December 2017, as compared to the same period for the year ended 31 December 2016 (“The Previous Year”), the net profit of the Group for the year ended 31 December 2017 will increase significantly as compared to that for the Previous Year.

As at the end of December 2017, there were a total of 1,925 retail outlets, comprising 1,705 concessionary counters and 220 retail shops. The number of retail outlets net decreased by 142 as compared to the end of December 2016.

– End –

About Embry Holdings:

Embry is a major lingerie brand owner and retailer in China, which has established an extensive retail network comprising nearly 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.

For further information, please contact:

iPR Ogilvy & Mather

Tina Law / Lorraine Luk / Candy Wong / Charmaine Siu

Tel: (852) 2136 6181 / 2169 0467 / 2136 6176 / 2169 0646

Fax: (852) 3170 6606

Email: embry@iprogilvy.com