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EMBRY HOLDINGS LIMITED

安莉芳控股有限公司

(incorporated in the Cayman Islands with limited liability)

(Stock Code: 1388)

(1) POSITIVE PROFIT ALERT AND (2) ANNOUNCEMENT ON SALES OUTLETS UPDATE AS AT THE END OF DECEMBER 2017

This announcement is made by Embry Holdings Limited (the “**Company**”, together with its subsidiaries, the “**Group**”) pursuant to Rule 13.09(1) of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited and Part XIVA of the Securities and Futures Ordinance (Chapter 571 of the Laws of Hong Kong).

POSITIVE PROFIT ALERT

The board (the “**Board**”) of directors of the Company (the “**Directors**”) wishes to inform the shareholders of the Company and potential investors that, based on the information currently available to the Company and the preliminary review of the unaudited consolidated results of the Group for the year ended 31 December 2017, it is expected that the net profit of the Group for the year ended 31 December 2017 will increase significantly as compared to that for the year ended 31 December 2016. The significant increase in the net profit of the Group was mainly attributable to the increase in (i) exchange gain; and (ii) operating profit for the year ended 31 December 2017, as compared to the same for the year ended 31 December 2016.

SALES OUTLETS UPDATE AS AT THE END OF DECEMBER 2017

The Board also wishes to inform the shareholders of the Company and potential investors that the number of retail outlets net decreased by 142 as compared to the end of December 2016. As at 31 December 2017, there were a total of 1,925 retail outlets, comprising 1,705 concessionary counters and 220 retail shops.

The information contained in this announcement is only based on the Board's preliminary assessment after reviewing the unaudited consolidated management accounts of the Group for the year ended 31 December 2017, and such information has not been audited or reviewed by the Company's independent auditor or the audit committee of the Board. The Group's results for the year ended 31 December 2017 are subject to further review by the Board, and will be audited or reviewed by the Company's auditors and the audit committee of the Board prior to the finalisation of such accounts. Therefore, the actual results of the Group for the year ended 31 December 2017 may differ from the information contained in this announcement.

Shareholders of the Company and potential investors are advised to exercise caution when dealing in the shares of the Company.

On Behalf of the Board of
Embry Holdings Limited
Ngok Ming Chu
Chairman

Hong Kong, 25 January 2018

As at the date of this announcement, the Board comprises four executive Directors, namely Madam Ngok Ming Chu (Chairman), Ms. Cheng Pik Ho Liza (Chief Executive Officer), Mr. Cheng Chuen Chuen and Ms. Lu Qun; and three independent non-executive Directors, namely Mr. Lau Siu Ki, Mr. Lee Kwan Hung and Prof. Lee T. S.