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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)

VOLUNTARY DISCLOSURE ON SALES UPDATE FOR THE PERIOD FROM OCTOBER TO DECEMBER OF 2012

The Board of Directors (the “**Board**”) of Embry Holdings Limited (the “**Company**”, and together with its subsidiaries, the “**Group**”) is pleased to provide a voluntary disclosure on the sales growth of the Group for the period from October to December of 2012 (the “**Period**”).

Information in this announcement is based on the preliminary assessment of the Group’s management accounts which have not been reviewed or audited by the auditors of the Company. Shareholders and potential investors are advised to exercise caution when dealing in the shares of the Company.

Overall sales growth of the Group for the Period has reached 14% as compared to the same period of last year. During the Period, the Group enjoyed growth in sales for products of all our brands. The Group’s stores that had been in operation for more than a year continued to enjoy positive same store sales growth in the fourth quarter and for the full year, albeit at a slower growth rate. This mainly reflects that the overall growth of the Group’s sales was slightly affected by the continual slowdown of China’s economy.

The number of retail outlets net increased by 45 as compared to the end of December last year. As at the end of December 2012, there were a total of 2,121 retail outlets, comprising 1,932 concessionary counters and 189 retail shops. The rising staff costs and rental expenses of concessionary counters, and the additional advertising and counter decoration expenses during the year are expected to result in higher selling and distribution expenses for the year ended 31 December 2012.

On Behalf of the Board of
Embry Holdings Limited
Cheng Man Tai
Chairman

Hong Kong, 6 February 2013

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