

Hong Kong Exchanges and Clearing Limited and The Stock Exchange of Hong Kong Limited take no responsibility for the contents of this announcement, make no representation as to its accuracy or completeness and expressly disclaim any liability whatsoever for any loss howsoever arising from or in reliance upon the whole or any part of the contents of this announcement.



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 PURSUANT TO RULE 13.09 OF THE LISTING RULES

Sales Update for the Period from April to June 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 April to June of 2012 (the “**Period**”). This announcement is made pursuant to Rule 13.09 of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited.

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.

The overall sales growth of the Group for the Period has reached 17% as compared to the same period of last year. The moderate sales growth is mainly attributable to the growth in China’s economy which has slowed down in the second quarter this year, which has affected slightly the overall sales of the Group. In addition, the Group took this opportunity to consolidate its retail network leading to a net decrease in the number of retail outlets. Nevertheless, the overall growth in demand from the Group’s customers maintained stable during the Period. Products of all five brands of the Group enjoyed growth in sales during the Period. For the stores that had been in operation for more than a year, same store sales enjoyed double-digit growth year-on-year.

During the Period, the number of retail outlets decreased by 57, mainly reflecting the Group’s adjustments of its retail network in view of the changes in the consumption market, which led to the increase in the number of store closure in the first half of the year. As at the end of June, there were a total of 2,019 retail outlets, comprising 1,816 concessionary counters and 203 retail shops. The Group is closely monitoring the market situation and will review the full year target of store opening for 2012.

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

Hong Kong, 30 July 2012

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.