

**(For Immediate Release)**



**Embry Holdings Limited  
Sales Update for October to December of the Year 2014**

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**Same Store Sales Recorded Growth**

(27 January 2015 – 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 October to December of the year 2014.

Overall sales growth of the Group for the period was flat 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.

As at the end of December 2014, there were a total of 2,317 retail outlets, comprising 2,128 concessionary counters and 189 retail shops. During 2014, the number of retail outlets net increased by 45, which is in line with the full year plan of the Group.

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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 2,300 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 rank number one in terms of volume, sales and market share. 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 8th consecutive year.

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