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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

Sales Update for the First Four Months of the Year 2011

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 first four months of the year 2011.

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 first four months of the year 2011 has reached 24% as compared to the same period of last year. Increase in sales is mainly attributable to increase in robust sales in the China retail market, an expanded sales network and increase in the overall demand from the Group’s customers. Sales of products of the *Embry Form* and *Fandecie* brands enjoyed double-digit growth. For stores that had been in operation for more than a year, same store sales enjoyed double-digit growth year-on-year.

During the above four-month period, 102 retail outlets mainly in China, on a net basis, were added to the network, bringing a total of 1,983 retail outlets by the end of April, which comprised 1,807 concessionary counters and 176 retail shops.

Due to strong market demand, the Group has revised its retail shops opening target to a net increase of 200 outlets or more for this year. It is expected that such adjustment will lead to additional advertising and counter decoration expenses during the year.

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

Hong Kong, 25 May 2011

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