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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)**

## **ANNOUNCEMENT ON SALES UPDATE FOR THE PERIOD FROM JULY TO SEPTEMBER OF 2023**

The board (the “**Board**”) of directors (the “**Directors**”) of Embry Holdings Limited (the “**Company**”), together with its subsidiaries, the “**Group**”) announces the sales performance of the Group for the period from July to September 2023 (the “**Q3 Period**”).

Information in this announcement is based on the preliminary assessment of the Group’s unaudited consolidated management accounts for the Q3 Period which have not been reviewed or audited by the auditor of the Company. Shareholders and potential investors of the Company are advised to exercise caution when dealing in the shares of the Company.

The overall sales of the Group for the Q3 Period decreased by approximately 17.2% as compared to the same period of last year due to the depreciation of Renminbi, whereas at constant exchange rates, the Group’s sales from the mainland China market decreased by around 9.0% as compared to the same period last year. During the Q3 Period, for stores that had been in operation for more than 21 months, same store sales recorded a double-digit decrease year on year. As at the end of September 2023, there were a total of 1,026 retail outlets, comprising 863 concessionary counters and 163 retail shops. The number of retail outlets net decreased by 58 as compared to the end of December 2022. During the Q3 Period, the Group commenced allocating more resources on its marketing activities, such as engagement of spokespersons and organisation of more promotional activities. Such marketing activities aimed at increasing the Group’s brand awareness and driving the overall sales of the Group going forward.

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

Hong Kong, 27 October 2023

*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 four independent non-executive Directors, namely Mr. Chan Chi On, Mr. Lau Siu Ki, Mr. Lee Kwan Hung and Prof. Lee T. S.*