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Cosmo Lady (China) Holdings Company Limited

都市麗人(中國)控股有限公司

(Incorporated in the Cayman Islands with limited liability)

(Stock code: 2298)

PROFIT WARNING

The board of directors (the “**Board**”) of Cosmo Lady (China) Holdings Company Limited (the “**Company**”, together with its subsidiaries, the “**Group**”) announces that based on the preliminary assessment of the unaudited consolidated management accounts of the Group for the six months ended June 30, 2016 (the “**Period**”), the Board estimated that net profit for the Period would decrease by approximately 35% to 40% as compared to that of the corresponding period in 2015, mainly due to (1) the more cautious consuming sentiment amid the slowdown in China’s economic development; (2) the surge of Micronet (微商, an emerging channel for, among others, intimate wear retailers in China) during the Period affecting both the Company’s sales and products supply from the Group’s original equipment manufacturers; and (3) the increase in overall operating expenses as a percentage of revenue.

The information contained in this announcement is only a preliminary assessment conducted by the Board based on the information currently available including the unaudited consolidated management accounts of the Group, which have not been reviewed by the auditors of the Company.

Shareholders and potential investors are advised to read carefully the interim results announcement of the Company for the six months ended June 30, 2016 which is expected to be published in August 2016.

Shareholders of the Company and potential investors are advised to exercise caution when dealing in the shares of the Company.

By order of the Board
Cosmo Lady (China) Holdings Company Limited
Zheng Yaonan
Chairman

Hong Kong, July 18, 2016

As at the date of this announcement, the Board comprises Mr. Zheng Yaonan, Mr. Zhang Shengfeng, Mr. Lin Zonghong, Mr. Cheng Zuming and Ms. Wu Xiaoli as executive directors; Mr. Wen Baoma as non-executive director; and Mr. Yau Chi Ming, Dr. Dai Yiyi and Mr. Chen Zhigang as independent non-executive directors.