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.



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)

ANNOUNCEMENT OF ANNUAL RESULTS FOR THE YEAR ENDED 31 DECEMBER 2021

ANNUAL RESULTS

The board of directors (the "Board") of Cosmo Lady (China) Holdings Company Limited (the "Company") announced the annual results of the Company and its subsidiaries (the "Group") for the year ended 31 December 2021, together with comparative figures for 2020 and selected explanatory notes, as follows:

CONSOLIDATED STATEMENT OF PROFIT OR LOSS AND OTHER COMPREHENSIVE INCOME

		Year ended 31 December	
	Note	2021 RMB'000	2020 RMB'000
Revenue Cost of sales	4	3,355,403 (1,942,780)	3,057,491 (1,566,711)
Gross profit Selling and marketing expenses General and administrative expenses Net impairment losses on financial assets Other income Other gains – net	5	1,412,623 (1,539,113) (259,930) (42,981) 43,893 5,480	1,490,780 (1,354,586) (287,521) (15,889) 75,187 6,857
Operating loss	_	(380,028)	(85,172)
Finance income Finance expenses		5,227 (53,183)	4,743 (55,434)
Finance expenses – net Share of net profit of joint ventures	_	(47,956) 2,349	(50,691) 8,934
Loss before income tax Income tax (expense)/credit	6 7	(425,635) (70,422)	(126,929) 10,603
Loss for the year	_	(496,057)	(116,326)
Other comprehensive loss for the year Item that may be reclassified subsequently to profit or loss Exchange differences Item that will not be reclassified to profit or loss Changes in the fair value of equity investments at fair value through other comprehensive income		(20,449) 670	(18,277)
Total comprehensive loss for the year	_	(515,836)	(136,725)
Loss/profit attributable to: Owners of the Company Non-controlling interests	- -	(493,988) (2,069) (496,057)	(118,095) 1,769 (116,326)
Total comprehensive (loss)/income attributable to: Owners of the Company Non-controlling interests	_ _	(513,767) (2,069) (515,836)	(138,494) 1,769 (136,725)
Loss per share Basic loss per share Diluted loss per share	8	RMB cents (22.49) (22.49)	RMB cents (5.32) (5.32)

CONSOLIDATED BALANCE SHEET

		As at 31 Dece	
	Note	2021 RMB'000	2020 RMB'000
ASSETS			
Non-current assets		CTC 404	607.260
Property, plant and equipment Right-of-use assets		676,484 342,800	695,368 522,894
Intangible assets		31,419	33,975
Investment in joint ventures Investment in an associate		154,884	295,107
Financial assets at fair value through other comprehensive			
income Deposits, prepayments and other receivables		70,083 8,050	67,893 13,396
Deferred income tax assets		148,858	211,226
		1,432,578	1,839,859
Current assets			
Inventories	10	964,129	793,730
Trade and notes receivables Deposits, prepayments and other receivables	10	280,555 608,889	302,157 574,129
Financial assets at fair value through profit or loss		3,533	4,623
Term deposits and restricted bank deposits Cash and cash equivalents		240,292 515,547	266,344 714,569
•		2,612,945	2,655,552
Total assets	<u></u>	4,045,523	4,495,411
EQUITY Capital and reserves attributable to owners of the Company Share capital Share premium Other reserves	11 11	140,312 1,656,669 381,598	140,312 1,656,669 401,310
(Accumulated losses)/retained earnings	_	(306,699)	187,289
Non-controlling interests		$\substack{1,871,880 \\ 22,026}$	2,385,580 22,067
Total equity		1,893,906	2,407,647
LIABILITIES	==:		
Current liabilities	12	1 007 450	719,562
Trade and notes payables Accruals and other payables	12	1,007,450 334,156	321,107
Contract liabilities		110,526	61,261
Current income tax liabilities Borrowings	13	17,818 307,136	15,805 198,674
Lease liabilities	13	174,243	214,434
Deferred income	_	242	267
		1,951,571	1,531,110
Non-current liabilities	13	61,941	339,077
Borrowings Lease liabilities	13	136,803	215,855
Deferred income tax liabilities		716	893
Deferred income		586	829
	==:	200,046	556,654
Total liabilities	_	2,151,617	2,087,764
Total equity and liabilities	_	4,045,523	4,495,411

CONSOLIDATED STATEMENT OF CHANGES IN EQUITY

		Attributable	to owners of the	Company			
	Share capital RMB'000	Share premium RMB'000	Other reserves RMB'000	Accumulated losses)/ retained earnings RMB'000	Total RMB'000	Non- controlling interests RMB'000	Total equity RMB'000
As at 1 January 2021	140,312	1,656,669	401,310	187,289	2,385,580	22,067	2,407,647
Comprehensive income Loss for the year	-	-	-	(493,988)	(493,988)	(2,069)	(496,057)
Other comprehensive loss Exchange differences Changes in the fair value of equity investments	-	-	(20,449)	-	(20,449)	-	(20,449)
at fair value through other comprehensive income Total comprehensive loss for the year	<u>-</u>	-	(19,779)	(493,988)	(513,767)	(2,069)	(515,836)
Transactions with owners Transaction with non-controlling interests Equity-settled share-based compensation Shares purchased for share award scheme Capital injection from non-controlling interests Disposal of a subsidiary Dividends	- - - - -	- - - - -	821 5,823 (6,577)	- - - - -	821 5,823 (6,577) - -	(821) - - 3,842 (714) (279)	5,823 (6,577) 3,842 (714) (279)
Total transactions with owners	<u>-</u>	-	67	-	67	2,028	2,095
As at 31 December 2021	140,312	1,656,669	381,598	(306,699)	1,871,880	22,026	1,893,906
As at 1 January 2020	140,312	1,656,669	418,807	320,835	2,536,623	15,989	2,552,612
Comprehensive income Loss for the year	-	-	-	(118,095)	(118,095)	1,769	(116,326)
Other comprehensive loss Exchange differences	-	-	(18,277)	-	(18,277)	-	(18,277)

Disposal of a subsidiary Dividends						(714) (279)	(714) (279)
Total transactions with owners	_	_	67	_	67	2,028	2,095
As at 31 December 2021	140,312	1,656,669	381,598	(306,699)	1,871,880	22,026	1,893,906
As at 1 January 2020	140,312	1,656,669	418,807	320,835	2,536,623	15,989	2,552,612
Comprehensive income Loss for the year	-	-	-	(118,095)	(118,095)	1,769	(116,326)
Other comprehensive loss Exchange differences Changes in the fair value of equity investments	-	-	(18,277)	-	(18,277)	-	(18,277)
at fair value through other comprehensive income			(2,122)		(2,122)		(2,122)
Total comprehensive loss for the year	_	_	(20,399)	(118,095)	(138,494)	1,769	(136,725)
Transactions with owners Transaction with non-controlling interests Equity-settled share-based compensation Shares purchased for share award scheme Contribution from non-controlling interests	- - - -	- - - -	(3,308) 8,823 (18,064)	- - - -	(3,308) 8,823 (18,064)	3,308 - - 1,001	8,823 (18,064) 1,001
Total transactions with owners	_		(12,549)	_	(12,549)	4,309	(8,240)
Appropriation to statutory reserves	_ 	_ 	15,451	(15,451)		_	
As at 31 December 2020	140,312	1,656,669	401,310	187,289	2,385,580	22,067	2,407,647

CONSOLIDATED STATEMENT OF CASH FLOWS

	Year ended 31 De	ecember
	2021	2020
	RMB'000	RMB'000
Cash flows from operating activities		
Cash generated from operations	177,470	593,593
Income tax paid	(10,244)	(38,161)
•		
Net cash generated from operating activities	167,226	555,432
Cash flows from investing activities		
Proceeds from disposal of property, plant and equipment	4,279	3,686
Interest received	5,227	4,743
Investment income from financial assets at fair value		
through profit or loss	2,959	1,297
Dividends from financial assets at fair value		
through other comprehensive income	12,216	11,402
Proceeds from divestment of financial assets at fair value		
through other comprehensive income	142,572	_
Investment income from a joint venture	5,658	_
Purchases of property, plant and equipment	(103,336)	(139,072)
Purchases of intangible assets	(5,793)	(1,996)
Repayment from a joint venture	265	2,306
Capital contribution to joint ventures	_	(999)
Capital contribution to financial assets at fair value through		
other comprehensive income	(1,520)	_
Received from term deposits with initial term of over three months		630
Net cash received from disposal of subsidiaries	(714)	
Net cash generated from/(used in) investing activities	61,813	(118,003)
Cash flows from financing activities		
Purchase of the Company's shares for share award scheme	(6,577)	(18,064)
Capital injections from non-controlling interests	<u>-</u>	1,001
Restricted bank deposit	26,052	(266,344)
Proceeds from bank borrowings	200,000	269,284
Repayments of bank borrowings	(368,674)	(186,723)
Interest paid for bank borrowings	(35,939)	(32,942)
Principal elements of lease payments	(232,717)	(338,487)
Net cash used in financing activities	(417,855)	(572,275)
Net decrease in cash and cash equivalents	(188,816)	(134,846)
Cash and cash equivalents at beginning of the year	714,569	854,164
Effect of foreign exchange rate changes	(10,206)	(4,749)
Cash and cash equivalents at end of the year	515,547	714,569

NOTES:

1 GENERAL INFORMATION

The Company was incorporated in the Cayman Islands on 28 January 2014 as an exempted company with limited liability under the Companies Law (2010 Revision) of the Cayman Islands. The address of the Company's registered office is Windward 3, Regatta Office Park, PO Box 1350, Grand Cayman KY1-1108, Cayman Islands.

The Company is an investment holding company. The Group is principally engaged in the designing, marketing and selling of intimate wear products in the People's Republic of China (the "PRC"). The Company's ordinary shares have been listed on the Main Board of The Stock Exchange of Hong Kong Limited (the "Stock Exchange") on 26 June 2014.

The directors of the Company regarded Yao Li Investment Holdings Limited, a company incorporated in the British Virgin Islands (the "BVI") with limited liability and controlled by Mr. Zheng Yaonan, as being the ultimate holding company of the Company.

The consolidated financial statements are presented in Renminbi ("RMB"), unless otherwise stated, and have been approved for issue by the Board on 31 March 2022.

2 BASIS OF PREPARATION

The consolidated financial statements of the Group have been prepared in accordance with all applicable International Financial Reporting Standards ("IFRSs") and under the historical cost convention, as modified by the revaluation of financial assets at fair value through profit or loss and financial assets at fair value through other comprehensive income, which are carried at fair value.

The preparation of the financial statements in conformity with IFRSs requires the use of certain critical accounting estimates. It also requires management to exercise its judgement in the process of applying the Group's accounting policies.

(a) New and amended standards adopted by the Group

The Group has applied the following standards and amendments for the first time for their annual reporting period commencing 1 January 2021:

Interest Rate Benchmark Reform – amendments to IFRS 9, IAS 39 and IFRS 7, HKFRS 4 and HKFRS
 16

The amendments listed above did not have any impact on the amounts recognised in prior periods and are not expected to significantly affect the current or future periods.

(b) New standards, amendments to existing standards and interpretations that have been issued but are not effective

Certain new accounting standards and interpretations have been published that are not mandatory for 31 December 2021 reporting periods and have not been early adopted by the Group. These standards are not expected to have a material impact on the Group in the current or future reporting periods and on foreseeable future transactions.

Standards, Amendments or Interpretations	Subject	Effective for annual accounting periods beginning on or after
Amendments to IAS 16	Property, Plant and Equipment: Proceeds Before Intended Use	1 January 2022
Amendments to IFRS 3	Reference to the Conceptual Framework	1 January 2022
Amendments to IAS 37	Onerous Contracts – Cost of Fulfilling a Contract	1 January 2022
Accounting Guideline 5 (revised)	Merger Accounting for Common Control Combinations	1 January 2022
Annual Improvements to 2018–2021 Cycle	Improvements to IFRS	1 January 2022
IFRS 17	Insurance Contracts	1 January 2023
Amendments to IAS 1	Classification of liabilities as Current or Non-current	1 January 2023
IFRS Interpretation 5 (2020)	Presentation of Financial Statements – Classification by the Borrower of a Term Loan that Contains a Repayment on Demand Clause	1 January 2023
Amendments to IAS 8	Definition of Accounting Estimates	1 January 2023
Amendments to ISA 1 and HKFRS Practice Statement 2	Disclosure of Accounting Policies	1 January 2023
Amendments to IAS 12	Deferred Tax related to Assets and Liabilities arising from a Single Transaction	1 January 2023
Amendments to IFRS 10 and IAS 28	Sale or Contribution of Assets between an Investor and its Associate or Joint Venture	To be determined

3 SEGMENT INFORMATION

The Group operates as a single operating segment. The single operating segment is reported in a manner consistent with the internal reporting provided to the chief operating decision-maker. The chief operating decision-maker, who is responsible for allocating resources and assessing performance of the operating segment, has been identified as the executive directors that make strategic decisions.

The Group is principally engaged in designing, marketing and selling of intimate wear products. Substantially all of its revenue are derived in the PRC.

For the year ended 31 December 2021, none of the revenue derived from any single external customer amounted to more than 10% of the Group's revenue (2020: none).

4 REVENUE

	Year ended 31 December	
	2021	2020
	RMB'000	RMB'000
Retail sales	1,780,769	1,150,951
Sales to franchisees	628,076	1,127,029
E-commerce	831,532	763,684
Others (Note)	115,026	15,827
	3,355,403	3,057,491
	As at 31 Decer	nber
	2021	2020
	RMB'000	RMB'000
Contract liabilities related to sales to franchisees	105,373	52,730
Contract liabilities related to trading of raw materials	5,153	8,531
	110,526	61,261

The revenue recognised in the current reporting year relating to carried-forward contract liabilities as at 1 January 2021 is approximately RMB61,261,000.

Note: These mainly represent revenue from logistics and warehousing services and sales of raw materials.

5 OTHER INCOME

	Year ended 31 December		
	2021	2020	
	RMB'000	RMB'000	
Dividends from financial assets at fair value through			
other comprehensive income	7,756	18,057	
Investment income from joint ventures	5,658	_	
Government grants (Note (a))	3,550	10,621	
Investment income from financial assets at fair value through			
profit or loss	2,959	1,297	
Software usage fee income	1,218	1,005	
Others (Note (b))	22,752	44,207	
	43,893	75,187	

Notes:

(a) These mainly represented grants received from various local governments in the PRC. There are no unfulfilled conditions or contingencies relating to these grants.

Government grants relating to costs are deferred and recognised in the profit or loss over the period necessary to match them with the costs that they are intended to compensate.

Government grants relating to the purchase of property, plant and equipment are included in non-current liabilities as deferred income and are credited to profit or loss on a straight-line basis over the expected lives of the related assets.

(b) These mainly represented the net income from logistic warehousing and delivery services.

6 LOSS BEFORE INCOME TAX

	Year ended 31 December		
	2021	2020	
	RMB'000	RMB'000	
Operating expenses in respect of stores			
under cooperative arrangements	225,294	162,141	
Commission expenses in respect of consignment sales			
in franchisees' stores	291,971	56,908	
Employee benefit expenses (including directors' emoluments)	362,545	326,863	
Other operating rental expenses	14,025	13,063	
Depreciation and amortization	384,537	459,284	
Marketing and promotion expenses	240,895	233,903	
E-commerce platforms commission expenses	86,185	95,024	
Provision for inventories	146,134	65,362	
Provision for impairment of trade receivables	9,285	12,983	
Provision for impairment of other receivables	33,696	2,906	

7 INCOME TAX EXPENSE/(CREDIT)

	Year ended 31 December		
	2021	2020	
	RMB'000	RMB'000	
Current income tax			
Hong Kong profits tax (Note (a))	_	_	
- PRC corporate income tax (Note (b))	8,231	22,356	
	8,231	22,356	
Deferred income tax			
 Deferred income tax 	62,191	(32,959)	
Income tax expense/(credit)	70,422	(10,603)	

Notes:

(a) Hong Kong profits tax

The applicable Hong Kong profits tax rate is 16.5% for the year ended 31 December 2021 (2020: 16.5%).

(b) PRC corporate income tax

The Company's subsidiary, Cosmo Lady Guangdong Holdings Limited ("Cosmo Lady Guangdong") was given the preferential corporate income tax at 15% under the High and New Technology Enterprises ("HNTE") in December 2021, which is effective for 3 years from 2021 to 2024. The Group's other subsidiaries in the PRC are subject to PRC corporate income tax at the rate of 25% for the year ended 31 December 2021 (2020: 25%) on the estimated assessable profits for the year, based on the existing legislation, interpretations and practices in respect thereof.

(c) Overseas income tax

The Company was incorporated in the Cayman Islands as an exempted company with limited liability under the Companies Act, Cap 22 of Cayman Islands and accordingly, is exempted from Cayman Islands income tax. The Company's direct subsidiary in the BVI was incorporated under the International Business Companies Act of the BVI and, accordingly, is exempted from BVI income tax.

8 LOSS PER SHARE

Basic

Basic loss per share is calculated by dividing the loss attributable to owners of the Company by the weighted average number of ordinary shares in issue^(Note) during the year.

	Year ended 31 December	
	2021	2020
	RMB'000	RMB'000
Loss for the year attributable to owners of the Company		
(RMB'000)	(493,988)	(118,095)
Weighted average number of ordinary shares for the purposes of		
basic loss per share (thousands of shares)	2,196,196	2,221,102
Basic loss per share (RMB cents per share)	(22.49)	(5.32)

Note: The weighted average number of ordinary shares for the purpose of basic loss per share for the year ended 31 December 2021 has been adjusted for the effects of purchase and withholding of ordinary shares of the Company for the share award scheme during the year ended 31 December 2021.

Diluted

For the year ended 31 December 2021, diluted loss per share is the same as the basic loss per share as there is no diluted impact from the 2019 share award scheme.

9 DIVIDENDS

At a meeting held on 31 March 2022, the Board does not recommend a final dividend to the shareholders of the Company for the year ended 31 December 2021 (2020: nil).

The Board did not recommend the payment of interim dividend to shareholders of the Company for the six months ended 30 June 2021 (2020: nil).

10 TRADE AND NOTES RECEIVABLES

	As at 31 December		
	2021	2020	
	RMB'000	RMB'000	
Trade receivables – due from third parties	365,283	383,745	
Notes receivables	3,830	2,872	
Less: loss allowance	(88,558)	(84,460)	
Trade and notes receivables – net	280,555	302,157	

(a) As at 31 December 2021, the carrying amounts of the trade receivables of the Group approximate their fair values and are all denominated in RMB.

(b) The Group's trade receivables are primarily derived from sales to certain franchise customers with an appropriate credit history. The Group generally grants franchise customers with a credit period of 60 to 90 days from the invoice date for seasonal products. The Group also gives franchise customers a credit period of 180 to 360 days for their first order of products for new retail stores. The Group would also extend the credit period for certain franchise customers under certain circumstances. The ageing analysis of trade receivables based on invoice date, as at 31 December 2021 is as follows:

				As at 31 December	
				2021	2020
				RMB'000	RMB'000
	Trade receivables, gross				
	– Within 30 days			139,254	143,215
	- Over 30 days and within 6	0 days		23,684	41,710
	 Over 60 days and within 9 			18,163	42,608
	 Over 90 days and within 1 			66,604	60,935
	- Over 180 days and within	360 days		67,578	38,498
	– Over 360 days			50,000	56,779
				365,283	383,745
11	SHARE CAPITAL AND SHA	RE PREMIUM			
		Number of	Share	Share	
		ordinary shares	capital	premium	Total
			RMB'000	RMB'000	RMB'000
	As at 31 December 2020	2,249,457,213	140,312	1,656,669	1,796,981
	As at 31 December 2021	2,249,457,213	140,312	1,656,669	1,796,981
12	TRADE AND NOTES PAYAB	BLES			
				As at 31 Decemb	oer
				2021	2020
				RMB'000	RMB'000
	Due to third parties			703,450	469,754
	Due to related parties			11,373	143
	Trade payables			714,823	469,897
	Notes payables			292,627	249,665
				1,007,450	719,562

As at 31 December 2021, trade payables of the Group are non-interest bearing, and their fair values approximate their carrying amounts due to their short maturities.

As at 31 December 2021, trade payables are denominated in RMB. The ageing analysis of trade payables based on invoice date, as at 31 December 2021 is as follows:

	As at 31 December	
	2021	2020
	RMB'000	RMB'000
Trade payables		
– Within 30 days	56,368	187,983
 Over 30 days and within 60 days 	83,149	69,689
- Over 60 days and within 90 days	177,993	97,634
- Over 90 days and within 180 days	372,832	111,152
- Over 180 days and within 360 days	19,303	3,191
– Over 360 days	5,178	248
	714,823	469,897
BORROWINGS		
	As at 31 Decen	nber
	2021	2020
	RMB'000	RMB'000
Non-current		
Secured bank borrowings (Note)	61,941	339,077
Current		
Secured bank borrowings (Note)	307,136	190,300
Unsecured bank borrowings	-	8,374
	307,136	198,674
	369,077	537,751
Movements in borrowings are analysed as follows:		
		RMB'000
Opening amount as at 1 January 2021		537,751
Repayments of bank borrowings		(368,674)
Proceeds from bank borrowings		200,000
Closing amount as at 31 December 2021		369,077

Note: The amount represents the bank borrowings that are secured by the Group's certain buildings and land use rights of approximately RMB461,579,000 (2020: RMB483,072,000).

The fair values of the non-current borrowings approximate their carrying amounts, as the impact of discounting is not significant. The fair values are based on cash flows discounted using a rate based on the borrowing rate of 5.14% (2020: 5.11%) and are within level 2 of the fair value hierarchy.

The carrying amounts of the Group's borrowings are denominated in RMB.

13

BUSINESS REVIEW

2021 was a year full of challenges and uncertainties. In the first half, mainland China's economy continued to impress the world with its resilience and vitality, achieving an increase of GDP by 12.7% year-on-year.

However, the momentum was not without headwinds. The economy of mainland China slowed down in the second half due to the resurgence of the COVID-19. In addition, occasional power outages forcing factory closure, real estate market downturn and the repeated occurrence of heavy raining and flooding further pressed the mainland China's consumer market and economy. Facing a complicated and grim environment, mainland China's GDP delivered a full-year growth of 8.1% year-on-year against the 4%-growth in the fourth quarter, the weakest level since 2020.

The pandemic continued to exert a heavy blow on supply chains across the globe, and raw material commodity prices continued the hike amid the strong demand. Notably, the surge in price of cotton, a key raw material in intimate wear industry, has increased by around 44% year-on-year, affecting the gross profit margin of the Group adversely.

The intimate wear industry in mainland China has been undergoing swift changes in recent years. Consumers prioritize comfort and health products over sexy ones. Manufacturers and brands are required to adopt a user-centered design strategy to satisfy the needs of consumers. The emergence of internet intimate wear brands has further intensified the competition.

In order to improve revenue in 2021, the Group has materially increased various expenditures such as revamping its incentives programs for franchisees and staff, launching extensive advertising campaigns, as well as increasing more officers. Such expenditures did not bring fruitful results as planned, but instead affected the operating results of the Group.

In view of the above, the operating performance of the Group in 2021 was not satisfactory, especially in the second half, due to sales return and lower-than-expected sales, decline in gross profit margin, higher-than-expected expense ratio and further provision for inventories and provision for impairment of other receivables.

The Group has implemented and will implement the following reform measures for improving the operating results of the Group:

1. Products upgrading

- (a) Launching hero products (dust-free cotton loungewear products, soft cup bra products, one-size underwear and one-size panty) and raising quality of products in 2021, and launching the upgraded version of the above hero products and other new hero products (rauxing cup bra and massage cup bra) in 2022;
- (b) Strengthening the cooperation with top raw material manufacturers to explore and develop new raw materials, and around 40 new raw materials have already been used in the Group's products in recent two years;
- (c) Increasing the ratio of classic products and reducing numbers of stock keeping unit ("SKU") to enjoy economies of scale (taking underwear as an example, the ratio of classic products has increased from about 6.0% to about 12.5% while the number of SKUs has declined by about 42.8% in 2021); and
- (d) Forming strategic alliance with capable suppliers in December 2021 with a view to enhancing sales and production coordination, responding to the market changes swiftly, delivering products on a timely basis, lowering procurement costs, assuring quality and improving creativity.

2. Brand upgrading

- (a) Engaging a renowned market position consultant in January 2022 to clearly define the new market position of the Group's brands, create distinctive values for attracting consumers and select appropriate competitive strategies in different markets;
- (b) Continuing to enhance membership system, refine membership management, introduce appropriate products to members and drive the promotion activities between stores and online private domain traffic; and
- (c) Launching various promotion activities such as new brand stories, two fashion shows and creative videos to promote hero products in various channels.

3. Distribution channel upgrading

- (a) Offline stores
 - (i) Expanding business territories proactively in untapped markets in low-tier regions, and continuing to seek opportunities to open stores;
 - (ii) Retaining stores with good potential and striving for rental reduction, closing poor performance stores and continuing to set up outlets for clearing aged inventories; and
 - (iii) Developing shopping mall channel under a new brand "Cotton Regions" with new store image in 2022.

(b) E-commerce channel

- (i) Apart from the 3 major e-commerce channels (Alibaba, JD and VIP), the Group started cooperation with other e-commerce channels (e.g. TikTok, Kwai and Pinduoduo) in 2021;
- (ii) Arranging live-streams with celebrities in various e-commerce platforms in 2021; and
- (iii) Launching online products such as Flower Heart series and Vbra series.

4. Other areas

- (a) Cooperating with JD about digitalization in 2022, with higher investments to be made in the next few years for optimizing information technology operation system;
- (b) Continuing to step up effort on clearing aged inventories on both online and offline distribution channels; and
- (c) Streamlining corporate structure from the second half of 2021 onwards by gradually simplifying and merging departments in order to reduce overall staff costs.

FINANCIAL REVIEW

Revenue

The Group's revenue is mainly derived from sales of products, either to the franchisees or to the consumers through self-managed stores and online sales platforms.

Revenue by sales channel

The products of the Group were sold to consumers through an extensive network of stores in various cities across China and via online sales platforms. The breakdown of the total revenue by sales channel is as follows:

Year ended 31 December			
2021		2020	
RMB'000	%	RMB'000	%
1,780,769	53.1	1,150,951	37.6
628,076	18.7	1,127,029	36.9
2,408,845	71.8	2,277,980	74.5
831,532	24.8	763,684	25.0
3,240,377	96.6	3,041,664	99.5
115,026	3.4	15,827	0.5
3,355,403	100.0	3,057,491	100.0
	2021 RMB'000 1,780,769 628,076 2,408,845 831,532 3,240,377 115,026	2021 RMB'000 % 1,780,769 53.1 628,076 18.7 2,408,845 71.8 831,532 24.8 3,240,377 96.6 115,026 3.4	2021 2020 RMB'000 % RMB'000 1,780,769 53.1 1,150,951 628,076 18.7 1,127,029 2,408,845 71.8 2,277,980 831,532 24.8 763,684 3,240,377 96.6 3,041,664 115,026 3.4 15,827

On adoption of various transformation measures, in 2021, revenue from product sales increased by approximately 6.5% to approximately RMB3,240,377,000 (2020: RMB3,041,664,000), while total revenue increased by approximately 9.7% to approximately RMB3,355,403,000 (2020: RMB3,057,491,000).

In 2021, retail sales increased significantly while sales to franchisees declined significantly, mainly because the Group focused on direct-to-consumers sales model during the year. There was an increase of sales by about 5.7% for the overall offline sales.

Others mainly represented revenue from logistics warehousing and delivery services and trading of raw materials.

Gross profit margin

During the year, the gross profit margin of the Group decreased to around 42.1% (2020: 48.8%), mainly due to the provision for inventories of approximately RMB146,134,000 made and the significant increase in raw material prices as mentioned in the "Business Review" section.

Selling and marketing expenses

Selling and marketing expenses primarily consist of employee benefit expenses, operating expenses in respect of stores under cooperative arrangements, commission expenses in respect of consignment sales in franchisees' stores, marketing and promotion expenses, e-commerce platforms commission expenses, depreciation and amortization and others.

The rise of selling and marketing expenses by about 13.6% for the year ended 31 December 2021 to approximately RMB1,539,113,000 (2020: RMB1,354,586,000) was primarily due to the increase in commission expenses in respect of consignment sales in franchisees' stores as a result of stepping up effort on promoting the direct-to-consumers sales model during the year.

General and administrative expenses

General and administrative expenses primarily consist of employee benefit expenses, impairment of right-of-use assets, consulting service expenses, travelling expenses, depreciation and amortization and others.

The decline of general and administrative expenses by about 9.6% for the year ended 31 December 2021 to approximately RMB259,930,000 (2020: RMB287,521,000) was mainly due to the fact that there was a larger provision for impairment of right-of-use assets in 2020.

Other income

Other income mainly consists of government grants, dividends from financial assets at fair value through other comprehensive income, software usage fee income and others. During the year, other income decreased by approximately 41.6% to approximately RMB43,893,000 (2020: RMB75,187,000) because the revenue and cost of logistics warehousing and delivery services were netted off and included as other income in 2020, but were separately included as revenue and cost in 2021.

Finance expenses – net

Finance expenses – net mainly represents financial expenses on bank borrowings and lease liabilities less interest income on short-term bank deposits and advances to suppliers.

The finance income increased to approximately RMB5,227,000 (2020: RMB4,743,000), mainly due to the increase in interest income on short-term bank deposits.

The decrease in finance expenses to approximately RMB53,183,000 (2020: RMB55,434,000) was in line with the decrease in bank borrowings and lease liabilities.

Income tax (expense)/credit

The income tax expense in 2021 was mainly due to the reversal of part of the deferred tax assets recognized in previous years.

WORKING CAPITAL MANAGEMENT

	Year ended 31 December	
	2021	2020
Average inventory turnover days	165 days	172 days
Average trade receivables turnover days	32 days	35 days
Average trade payables turnover days	162 days	137 days

There were no significant changes for the average inventory turnover days and average trade receivables turnover days.

The average trade payables turnover days increased to 162 days, mainly due to the fact that suppliers have granted longer credit period to the Group.

LIQUIDITY AND FINANCIAL RESOURCES

The Group maintained a solid balance sheet. As at 31 December 2021, the Group's term deposits, restricted bank deposits and cash and cash equivalents amounted to approximately RMB755,839,000 (31 December 2020: RMB980,913,000) and bank borrowings amounted to approximately RMB369,077,000 (31 December 2020: RMB537,751,000). As at 31 December 2021, the current ratio was about 1.3 times (31 December 2020: 1.7 times).

As at 31 December 2021, the Group's gross gearing ratio, which was calculated on the basis of the amount of bank borrowings as a percentage of the total shareholders' equity, was approximately 19.5% (31 December 2020: 22.3%). The gross gearing ratio decreased as part of the bank borrowings has been repaid. The net gearing ratio, which was calculated on the basis of the amount of bank borrowings less term deposits, restricted bank deposits and cash and cash equivalents as a percentage of the total shareholders' equity, was approximately negative 20.4% (31 December 2020: negative 18.4%) as the Group was at a net cash position.

FOREIGN CURRENCY RISK

Most of the Group's income, expenses and purchases of raw materials are denominated in Renminbi. The Group has never had any significant difficulties in obtaining sufficient foreign currencies for repatriation of profits declared by the subsidiaries in mainland China to the overseas holding companies.

USE OF PROCEEDS FROM THE INITIAL PUBLIC OFFERING

The Company's ordinary shares were listed on the Main Board of the Stock Exchange on 26 June 2014. The gross proceeds from the Company's initial public offering amounted to approximately HK\$1,463,245,000 while the net proceeds amounted to approximately HK\$1,386,405,000. The said net proceeds were fully utilized as of 31 August 2020.

USE OF PROCEEDS FOR FUNDS RAISED

Fosun Subscription

Reference is made to the announcements by the Company dated 5 May 2017 and 17 May 2017 regarding the issuance of new shares under general mandate (the "Fosun Subscription"). On 17 May 2017, the Company issued 240,000,000 shares at a price of HK\$2.50 per share to a wholly-owned subsidiary of Fosun International Limited, raising gross proceeds of HK\$600,000,000 and net proceeds of approximately HK\$599,000,000.

It was set out at the time that the net proceeds from the Fosun Subscription were intended to be used by the Company for financing the reforms in sales and distribution channels of the Group, potential mergers, acquisitions and cooperation opportunities, and general working capital. Up to 31 December 2021, the use of net proceeds was as follows:

Use of net proceeds	Intended use of net proceeds HK\$	Amount utilized as at 31 December 2021 HK\$	Expected timeline of full utilization of said unutilized balance (Note)
Financing the reforms in sales and distributions channels of the Group	39,000,000	39,000,000	N/A
Potential mergers, acquisitions and cooperation opportunities	30,000,000	-	Before the end of 2023
General working capital	530,000,000	530,000,000	N/A

Note: The expected timeline of full utilization of said unutilized balance is based on the best estimation of the future market conditions made by the Group. It may be subject to change due to future development of market conditions.

The net proceeds not yet utilized from the Fosun Subscription have been deposited with certain licensed banks. The Company will continue to actively seek to identify opportunities suitable but has no definitive timetable nor expectation for when such opportunities will be found.

Windcreek Subscription

Reference is made to the announcements by the Company dated 26 April 2018 and 25 May 2018 regarding the issuance of new shares under general mandate (the "Windcreek Subscription"). On 25 May 2018, the Company issued an aggregate of 121,443,213 shares at a price of HK\$4.20 per share to Windcreek Limited (an indirect wholly-owned subsidiary of JD.com, Inc.), Image Frame Investment (HK) Limited (a wholly-owned subsidiary of Tencent Holdings Limited), Vipshop International Holdings Limited (a wholly-owned subsidiary of Vipshop Holdings Limited) and Quick Returns Global Limited, raising gross proceeds of approximately HK\$510,061,000 and net proceeds of approximately HK\$509,000,000.

It was set out at the time that the net proceeds from the Windcreek Subscription were intended to be used by the Company for financing the reforms in sales and distribution channels of the Group, potential mergers, acquisitions and cooperation opportunities, and general working capital. Up to 31 December 2021, the use of the net proceeds was as follows:

Use of net proceeds	$\begin{array}{c} \textbf{Intended} \\ \textbf{use of net proceeds} \\ HK\$ \end{array}$	Amount utilized as at 31 December 2021 <i>HK</i> \$	Expected timeline of full utilization of said unutilized balance (Note)
Financing the reforms in sales and distributions channels of the Group	239,000,000	31,698,369	Before the end of 2023
Potential mergers, acquisitions and cooperation opportunities	70,000,000	_	Before the end of 2023
General working capital	200,000,000	22,455,000	Before the end of 2023

Note: The expected timeline of full utilization of said unutilized balance is based on the best estimation of the future market conditions made by the Group. It may be subject to change due to future development of market conditions.

The net proceeds from the Windcreek Subscription have been deposited with certain licensed banks. The Company will continue to actively seek to identify opportunities suitable but has no definitive timetable nor expectation for when such opportunities will be found.

CAPITAL EXPENDITURE

During the year, capital expenditure amounted to approximately RMB100,404,000 (2020: RMB260,634,000), which was mainly used for the construction of the new office of the Group.

PLEDGE OF ASSETS

As at 31 December 2021, certain property, plant and equipment, and land use rights were pledged for obtaining banking borrowings of approximately RMB369,077,000 (31 December 2020: RMB529,377,000).

CONTINGENT LIABILITIES

As at 31 December 2021, the Group did not have any significant contingent liabilities.

HUMAN RESOURCES AND MANAGEMENT

The Group had approximately 3,300 full-time employees as at 31 December 2021 (31 December 2020: 3,200). The Group's remuneration package is determined with reference to the experience and qualifications of the individual employees and general market conditions. Bonus is linked to the Group's operating result as well as individual performance.

ENVIRONMENTAL MANAGEMENT

Being a socially and environmentally responsible enterprise, the Group is dedicated to achieving environmental sustainability through its daily operations and is in compliance with regulations including the "Environmental Protection Law of the People's Republic of China" and regulations set by the Environmental Protection Bureau of local governments. The Group has also attained ISO 14001 Environment Management Systems. A corporate social responsibility report for the Group issued in accordance with the Environmental, Social and Governance Reporting Guide of the Stock Exchange has been included in the 2021 annual report.

OUTLOOK

Over the past three years, the major goal of the Group is to revitalize its business. In this process, we continue to examine our core competitiveness and advantages while scrutinizing our shortfalls and flaw amid the fast-changing market. We also make reference to past experience in order to pick the competitive strategies suitable for the Group.

The Group has been navigating various changes and challenges. Looking ahead, we aspire to align the resources required to unlock the intrinsic value of the Group and unleash the competitive strengths that distinguish us from our peers in order to improve the Group's operating performance.

PURCHASE, SALE OR REDEMPTION OF THE COMPANY'S LISTED SECURITIES

Neither the Company nor any of its subsidiaries has purchased, sold or redeemed any of the Company's listed securities during the year ended 31 December 2021.

CORPORATE GOVERNANCE PRACTICES

The Board has applied the principles set out in the Corporate Governance Code (the "CG Code") contained in Appendix 14 to the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited (the "Listing Rules") and has complied with the code provisions contained therein during the year ended 31 December 2021 and up to the date of this annual result announcement, with the exception of Code Provision C.2.1.

According to Code Provision C.2.1 of the CG Code, the roles of chairman and chief executive should be separate and should not be performed by the same person. The Company deviated from this provision from 30 November 2021 because Mr. Zheng Yaonan ("Mr. Zheng") performed both the roles of the chairman of the Board and the chief executive officer of the Company. Mr. Zheng, with the established market reputation in the intimate wear industry in China, is the founder of the Group and has extensive experience in business operations and management in general. Under the leadership of Mr. Zheng, the Board worked effectively and performed its responsibilities with all key and appropriate issues discussed in a timely manner. In addition, as all major decisions were made in consultation with members of the Board and relevant Board committees, and there are four independent non-executive directors on the Board offering advice in independent perspectives, the Board was therefore of the view that there were adequate safeguards in place to ensure sufficient balance of powers within the Board.

AUDIT COMMITTEE REVIEW

The audit committee comprises four independent non-executive Directors, namely, Mr. Yau Chi Ming, Dr. Dai Yiyi, Mr. Chen Zhigang and Dr. Lu Hong Te. Mr. Yau Chi Ming, who has appropriate professional qualifications as required by the Listing Rules, is the chairman of the audit committee.

The audit committee has reviewed with the management the accounting principles and practices adopted by the Group and discussed internal control and financial reporting matters for the year ended 31 December 2021. The audit committee has also reviewed the annual results of the Group for the year ended 31 December 2021.

The figures in respect of the Group's consolidated statement of profit or loss and other comprehensive income, consolidated balance sheet, consolidated statement of changes in equity, consolidated statement of cash flows and the related notes thereto for the year ended 31 December 2021 have been agreed by the Group's auditor, PricewaterhouseCoopers, to the amounts set out in the Group's audited consolidated financial statements for the year as approved by the Board. The work performed by PricewaterhouseCoopers in this respect did not constitute an assurance engagement in accordance with Hong Kong Standards on Auditing, Hong Kong Standards on Review Engagements or Hong Kong Standards on Assurance Engagements issued by the Hong Kong Institute of Certified Public Accountants and consequently no assurance has been expressed by PricewaterhouseCoopers on the preliminary announcement.

SECURITIES TRANSACTIONS BY DIRECTORS

The Company has adopted the Model Code for Securities Transactions by Directors of Listed Issuers contained in Appendix 10 to the Listing Rules (the "Model Code") as the code of conduct regarding securities transactions by the Directors. Specific enquiry was made with all the Directors and all confirmed that they have complied with the requirements set out in the Model Code during the year ended 31 December 2021.

FINAL DIVIDEND

The Board does not recommend the payment of final dividend for the year ended 31 December 2021 (2020: nil).

CLOSURE OF REGISTER OF MEMBERS

For determining shareholders' entitlement to attend and vote at the annual general meeting held on 2 June 2022, the register of members of the Company will be closed from Monday, 30 May 2022 to Thursday, 2 June 2022, both days inclusive, during which period no transfer of shares of the Company will be effected.

In order to be eligible to attend and vote at the annual general meeting, all properly completed transfer forms accompanied by the relevant share certificates must be lodged with the share registrar of the Company in Hong Kong Special Administrative Region of the PRC, Computershare Hong Kong Investor Services Limited at Shops 1712-1716, 17th Floor, Hopewell Centre, 183 Queens's Road East, Wanchai, Hong Kong, no later than 4:30 p.m. on Friday, 27 May 2022 for registration.

PUBLICATION OF ANNUAL RESULTS ANNOUNCEMENT AND ANNUAL REPORT FOR THE YEAR ENDED 31 DECEMBER 2021

This annual results announcement is published on the HKExnews website of Hong Kong Exchanges and Clearing Limited at http://www.hkexnews.hk and on the Company's website at http://www.cosmo-lady.com.hk. The 2021 annual report of the Company will be available on both websites and dispatched to the shareholders of the Company in due course.

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

Hong Kong, 31 March 2022

As at the date of this announcement, the Board comprises Mr. Zheng Yaonan, Mr. Zhang Shengfeng and Ms. Wu Xiaoli as executive Directors; Mr. Lin Zonghong, Mr. Wen Baoma, Mr. Chen Xin and Ms. Fung Yat Carol as non-executive Directors; and Mr. Yau Chi Ming, Dr. Dai Yiyi, Mr. Chen Zhigang and Dr. Lu Hong Te as independent non-executive Directors.