

Press Release

[For Immediate Release]



China Dongxiang (Group) Co., Ltd.

中國動向（集團）有限公司

China Dongxiang Posts Mid to High Single Digit Same-Store-Sales Growth in 1Q2018 with High Single Digit Growth in Retail Performance

(17 April 2018 - Hong Kong) The leading international sportswear brand enterprise in the PRC, China Dongxiang (Group) Co., Ltd. ("China Dongxiang" or "the Company", together with its subsidiaries, "the Group", HKEx stock code: 3818), announces that during the first quarter of 2018, the same-store-sales ("SSS") of Kappa Stores (excluding Kappa Kids business and Japan business) for the overall off-line platform achieved mid to high single digit growth year-on-year ("YoY"), while the retail performance attained high single digit growth YoY.

Mr. Zhang Zhiyong, Executive Director, Chief Executive Officer and President of China Dongxiang, said, "We are pleased the operational results during the period were as expected. The retail performance of Kappa stores for the overall off-line platform is recovering compared to 2017. We hope our Kappa Banda 2018 collection, which is positioned as our core product rollout, could achieve promising results going forward."

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About China Dongxiang (Group) Co., Ltd. (Stock code: 3818)

China Dongxiang (Group) Co., Ltd. is a leading international sportswear brand enterprise in China which has been listed on the Main Board of the Hong Kong Stock Exchange since 10 October 2007. The Group is primarily engaged in the design, development, marketing and wholesale of branded sportswear in China. Currently, China Dongxiang owns all rights to the internationally renowned Kappa brand in China, Macau and Japan. On 1 May 2008, China Dongxiang completed the acquisition of PHENIX, a Japanese sportswear enterprise. PHENIX is the most popular ski brand in Japan with the largest market share, as well as a well-known brand in the international market.



*Issued by Cornerstones Communications Ltd. on behalf of **China Dongxiang (Group) Co., Ltd.** For further information, please contact:*

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