

[For immediate release]

Trinity Announces 2018 Interim Results

Loss Reduced and Double Digit Same Store Sales Growth

(Hong Kong, 23 August 2018) - **Trinity Limited** (“Trinity” or the “Group”; stock code: 891), a leading retailer and owner of premium menswear brands in Greater China and Europe, as well as licensing its wholly-owned brands globally, has today announced its first interim results for the six months ended 30 June 2018 after the introduction of Shandong Ruyi International Fashion Industry Investment Holding Company Limited (“Ruyi”) as the controlling shareholder of the Group in April this year.

During the review period, the Group’s total revenue increased by 3.2% compared to the same period of last year to HK\$890.1 million. The retail sales and same-stores sales recorded a growth of 8.1% and 10.1% respectively year-on-year. The increment was partly offset by the decrease in wholesale revenue as a result of the strategic shift from wholesaling to licensing to improve the long term profitability of the Group.

Gross profit amounted to HK\$619.3 million, representing an increase of 4.2% from the same period last year. Gross profit margin remained stable at 69.6% as a result of the continued discounting trend. Contributed by the sales improvement and cost reduction, the core operating loss of the Group reduced from HK\$184.2 million to HK\$160.5 million.

Mr Qiu Yafu, Chairman of Trinity Limited, said, “Despite Trinity achieving relatively modest results during the review period, the rising same-store sales from the Group’s renowned brands have clearly illustrated that our efforts to develop the products and brands are bearing fruit.”

“The recent licensing arrangements between Trinity and Ruyi will further strengthen the presence of our premium brands, Cerruti 1881, Kent & Curwen and Gieves & Hawkes, in key European markets and enable the Group to refocus its resources to develop its core business in Greater China region. Capitalising on Ruyi’s international exposure and experience, we are confident that Trinity will further consolidate its position globally and further penetrate the Chinese Mainland market”.

In line with the times

Trinity will continue the evolution of self-owned brands to address the trend towards a more casual style. While carrying on the tradition of attention to tailoring, choice of materials and overall execution, the Group is introducing younger lines and new store concepts so as to appeal to a broader customer base. The Group will strive for both preservation of the traditions of its brands and transformation in its product development.

Around the corner

The Group has also undertaken restructuring of its global retail network by reducing non-performing stores and streamlining operating costs. While a notable improvement in same-store sales has been observed during the review period, the Group expects the turnaround to continue in the remainder of the financial year. The licensing agreement with Ruyi will further bolster market activities of its self-owned brands in Europe.

Advancing an omnichannel strategy to unlock the next realm

Aside from Trinity's efforts, Ruyi has established a strategic partnership with Secoo Group subsequent to the review period. The synergies thereby generated are expected to reinforce Ruyi's e-commerce channel in China and provide an effective online presence for Trinity's premium menswear. The Group is continuing to strengthen ties with leading e-commerce platforms and utilise social media channels to deliver specially-tailored experiences to consumers.

Appointed recently as President of Trinity, Mr Paul David Haouzi is responsible for the overall business and brand operations of the Group. Mr Haouzi was Executive Vice President, Asia of Pinault-Printemps-Redoute (now Kering) between 1998 and 2000. He then joined Bluebell Group and held various management positions of the company in Taiwan and the Greater China region. In 2012, he was appointed Chief Executive Officer, Asia Pacific of Giorgio Armani. Prior to joining Trinity, Mr Haouzi was President, Greater China of Bluebell Group. Trinity believes, bringing with him a wealth of experience, Mr Haouzi will be able to lead the Group in transforming its business and establishing a strong international positioning.

"Trinity's global operations and brand development have experienced a watershed with significant results. Our transformation into an omnichannel retailer will keep progressing, boosted by greater momentum from the tie with Ruyi. Looking ahead, we believe the combined forces of Ruyi, the Fung family and the dedicated staff at Trinity will be making advances with an encouraging road ahead", **Chairman Qiu** concluded.

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About Trinity Limited (Stock Code: 891)

Trinity Limited, a publicly-listed company on the Stock Exchange of Hong Kong and a member of the privately-held Shandong Ruyi International Fashion Industry Investment Holding Company Limited, is one of the leading retailers and owners of premium menswear brands serving Greater China and Europe, as well as licensing its wholly-owned brands globally. The Group manages four international menswear brands, namely Cerruti 1881, Kent & Curwen and Gieves & Hawkes, which are self-owned, and D'URBAN, which it operates under a long-term license in Greater China.

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