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DONGXIANG

China Dongxiang (Group) Co., Ltd.

中國動向（集團）有限公司

(Incorporated in the Cayman Islands with limited liability)

(Stock code: 3818)

OPERATIONAL DATA FOR THE FOURTH QUARTER OF 2018

This announcement is made on a voluntary basis by the board of directors (the “Board”) of China Dongxiang (Group) Co., Ltd. (the “Company”, together with its subsidiaries, the “Group”) for providing operational data of the Group for the fourth quarter of 2018.

RETAIL PERFORMANCE

For the fourth quarter ended of 2018, the retail performance of Kappa stores (excluding Kappa Kids business and Japan business) for the overall off-line platform registered a high single digit growth on a year-on-year basis.

SAME-STORE-SALES (SSS)

For the fourth quarter ended of 2018, in respect of Kappa stores (excluding Kappa Kids business and Japan business) which have been in operation since the beginning of the same quarter last year, the SSS for the overall off-line platform registered a low single digit growth on a year-on-year basis.

The operating figures of the Group for the fourth quarter of 2018 continued to grow principally due to sufficient demand for products backed by the joining of new customers and the kicking-off of direct-franchise model. The Company has full confidence in the future development of the brand.

The Company’s shareholders and potential investors should note that this announcement is made based on a preliminary review of the draft unaudited operational data of the Group and the information currently available to the Board, which has not been reviewed or audited by the Group’s auditors. The data do not constitute, represent or indicate the full picture of the Group’s total revenue or financial performance and the information contained in this announcement may be subject to change and adjustment.

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
China Dongxiang (Group) Co., Ltd.
Chen Yihong
Chairman

Hong Kong, 17 January 2019

As at the date of this announcement, the executive directors of the Company are Mr. Chen Yihong, Mr. Zhang Zhiyong and Ms. Chen Chen; and the independent non-executive directors of the Company are Dr. Chen Guogang, Mr. Chen Johnny and Mr. Gao Yu.