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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)**

**PERFORMANCE OF TRADE ORDER FOR THE SPRING  
AND SUMMER OF 2016**

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 (collectively the “**Group**”) for providing performance of trade order for the spring and summer of 2016.

**SATISFACTORY PERFORMANCE IN TRADE ORDER FOR THE SPRING AND  
SUMMER OF 2016**

The amount ordered for Kappa brand (in terms of tag price) in the trade order for the spring and summer of 2016 in China recorded a low double-digit (30%–40%) growth as compared to the trade order amount for the same period of last year.

**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, and 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*

18 September 2015

*As at the date of this announcement, the executive directors of the Company are Mr. Chen Yihong and Ms. Chen Chen, and the independent non-executive directors of the Company are Mr. Gao Yu, Dr. Xiang Bing and Mr. Xu Yudi.*