

Stock Code: 0417.HK

## Corporate News

## Work Together to Brave the Storm

COVID-19 infections, caused by the Omicron variant, have been sweeping through Hong Kong since the start of 2022. The tightening of social distancing measures has significantly dampened consumer sentiment, in turn exerting pressure on the retail industry. Tse Sui Luen Jewellery (International) Limited ("TSL Jewellery" or the "Company", together with its subsidiaries, the "Group", HKSE stock code: 417) has remained steadfast in its duty. Working together with its employees, the Group has persevered through the storm in the last few months.

The Group has always been making efforts in protecting its employees and customers. Since the onset of the fifth wave, other than implementation of the work-from-home policy, the Group has hired professional cleaning companies to conduct regular deep cleaning, as well as issued clear guidelines and required employees to perform regular testing to curb the spread of infection. If any frontline staff has tested preliminary positive, the branch would be immediately closed temporarily for thorough disinfection. As the fifth wave raged on, all staff of the Group united as one to protect ourselves and others, while doing their best to maintain the Group's normal operation.

On the other hand, the Group welcomes the new round of the Employment Support Scheme introduced by the Hong Kong Government to provide eligible employers with a three-month wage subsidy from May to July 2022, which would be able to alleviate the Group's operating pressure during this difficult time.

With the gradual decrease in confirmed cases, the Group believes that the consumer sentiment will recover in tandem. Together with the Government's policy support, the Group is confident that its business will be able to get back on track in the coming months. In the meantime, the Group will keep strengthening its business portfolio and adjusting marketing strategies to prepare for the anticipated market recovery.



*The Group works together with its employees to maintain business operation amidst the pandemic*  
集團在疫情下與員工攜手維持業務運作

## 同心協力 乘風破浪

自2022年起，由Omicron變異病毒引起的第五波新冠病毒疫情席捲本港。社交距離措施收緊導致消費氣氛明顯減弱，對零售業造成壓力。謝瑞麟珠寶(國際)有限公司(「謝瑞麟珠寶」或「公司」，連同其附屬公司「集團」，股份代號：417)一直堅守本分，過往數月在歷盡艱辛的環境下與員工共度難關。

集團一直致力保護員工及顧客安全。自第五波疫情爆發開始，除實施在家工作政策外，集團亦定期外聘清潔公司進行深層清潔，並向員工發出清晰的防疫指引，以及要求員工定期進行自我檢測，遏止病毒傳播。倘若發現有前線員工初步確診，該分店會立即暫停營業，以進行全面消毒。第五波疫情肆虐，集團全體員工團結一致，以保護自己和他人，同時盡最大努力維持集團的正常運作。

另一方面，集團對香港政府推出的新一輪「保就業計劃」表示歡迎，有關計劃將向合資格僱主提供2022年5月至7月期間三個月的薪金補貼，能有助緩解集團在困難時期的經營壓力。

隨著確診宗數逐漸下降，集團相信消費氣氛將相繼回升。加上在政府的政策支持下，集團有信心業務將於未來數月內重回正軌。與此同時，集團將繼續強化其業務組合及調整市場策略，為預期市場復甦做好準備。

## Operational Focus

**17** new stores opened from  
Jan to Mar 2022  
家分店於2022年1月至3月期間開設

The Group has presence in 121 cities in  
Mainland China  
集團於中國內地的銷售網絡遍佈121個城市

## Store network coverage 集團銷售網絡覆蓋

	No. of stores 店舖數目 (As of 31 Mar 2022 截至2022年3月31日)
Mainland China 中國內地	465
Self-operated 自營店	178
Franchised 加盟店	287
Hong Kong & Macau 香港及澳門	27
Malaysia 馬來西亞	7
Japan 日本	1
<b>Total 總數</b>	<b>500</b>

## Sustainable Development

### A Testament to Our Dedicated Service: Winning the HKRMA 2021 Quality Service Retailer of the Year Grand Awards (Chain Stores) - Silver Award

People have always been the Group's most important asset, as customers and employees are the ones that contribute to the Group's success. The Group has dedicated itself to providing the best and most genuine services to its customers. Through analyzing consumption behaviors and the global fashion trend, the Group has designed services and products that suit the needs of its customers, providing them with a unique and caring shopping experience under the "TSL | 謝瑞麟", "TSL TOSI" and "DUO by TSL" brands. The Group is pleased that its efforts have been recognized by the prestigious HKRMA 2021 Quality Service Retailer of the Year Grand Awards (Chain Stores) - Silver Award.

In the meantime, in order to maintain a high level of service and enhance the sense of belonging, the Group has designed comprehensive training courses for its employees, and regularly engages mystery shoppers to assess the service quality of its frontline staff. The Group has also consulted experts of wedding trends during the pandemic and organized sharing sessions with employees so that they can give informed and professional advice to customers.

### 對集團優質服務的認證：榮獲香港零售管理協會2021「最佳優質服務零售商大獎(連鎖店)銀獎」

集團一直視「人」為最重要的資產，集團的成就全賴於顧客的支持和員工的付出。集團不斷致力向顧客提供優質及和真誠的服務。集團所打造的服務及產品均經過顧客消費模式及國際潮流趨勢的分析，務求迎合顧客需要，並通過「TSL | 謝瑞麟」、「TSL TOSI」和「DUO by TSL」三個品牌提供專屬和貼心的購物體驗。集團有幸榮獲香港零售管理協會2021「最佳優質服務零售商大獎(連鎖店)銀獎」，對集團的努力付出予以肯定。

與此同時，為維持高水準服務和加強歸屬感，集團為員工設計了全面的培訓課程，並定期透過派出神秘顧客檢視前線員工之服務質素。集團過去亦曾邀請婚禮專家向員工分享疫情下的婚禮趨勢，讓員工能夠為顧客提供詳盡和專業的建議。



HKRMA Annual Awards Presentation 2021  
香港零售管理協會年度頒獎典禮2021

## Frequently Asked Questions

**Q1: What is the Group's view on the new round of the Consumption Voucher Scheme, in which the first batch was disbursed in April?**

**A1:** Notwithstanding priority may be given to purchasing daily necessities and pandemic-related supplies, the Group looks favorably on the launch of Consumption Voucher Scheme as it stimulates consumption sentiment. To capitalize on the opportunities brought by the scheme, the Group is launching a series of consumption voucher-related promotions and discount offers to maximize the customers' rewards with their spending.

**Q2: What is the Group's view on the gradual relaxation of social distancing measures starting in April and how would it shed hope on the Group's business?**

**A2:** As the vaccination rate increases and the fifth wave of the pandemic begins to show a sign of easing, the anticipated relaxation of social distancing measures, including wedding banquet, will benefit foot traffic and Group's business performance. Nevertheless, the effect of these measures is still subject to the development of the pandemic and other factors, the Group will continue to closely monitor the market situation and formulate business strategies promptly to capture the market opportunities.

**問1: 新一輪消費券計劃的第一批消費券已於4月陸續發放，集團對此有何看法？**

**答1:** 我們預料市民或會優先將消費券用於購買生活必需品和防疫用品，然而集團對計劃的推出持正面態度，認為能有效刺激消費意欲。為把握計劃所帶來的機遇，集團正推出一系列針對消費券的宣傳活動及折扣優惠，旨在為客戶提供最大程度的消費回報。

**問2: 集團對4月起逐步放寬防疫措施有何看法，及對業務表現有何寄望？**

**答2:** 隨著疫苗接種率上升和第五波疫情開始呈現緩和跡象，預計放寬包括婚宴等社交距離措施將有利於客流量和集團業務表現。然而，相關措施的成效仍受疫情發展等因素影響。集團將繼續密切關注市場形勢，並及時制定業務策略以把握市場機遇。

Investor relations contact: [ir@tslj.com](mailto:ir@tslj.com)

TSL Investor Snapshot is a business update sent to investors and media every three months.

*Disclaimer: This report was prepared by Tse Sui Luen Jewellery (International) Limited ("TSL Jewellery" or the "Company", together with its subsidiaries the "Group") (incorporated in Bermuda with limited liability) for reference and general information purposes only. It is not intended to be a recommendation with respect to any investment decisions and should not be construed as an offer to transact any securities, or solicitation of an offer to transact any securities. The information contained in this newsletter has been prepared using the information available to the Company at the time of preparation. No representation or warranty (express or implied) is given as to the accuracy or completeness of the information herein.*