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Corporate News

Strengthen Position as a Wedding Expert

The wedding market has always been an important business segment in the jewellery industry. As a wedding expert, Tse Sui Luen Jewellery (International) Limited ("TSL Jewellery" or the "Company", together with its subsidiaries, the "Group", stock code: 417.HK) has been strengthening its position in the wedding market through various initiatives such as product innovation and marketing campaigns. The Group has also launched DUO by TSL, a jewellery brand that targets couples, and opened its first concept store in Tsim Sha Tsui at the end of last year.

As the local COVID-19 pandemic subsided and exhibitions resumed, DUO by TSL participated in large-scale wedding expos in summer 2022, which helped to strengthen its brand image and position as a wedding expert. Owing to the diversified and innovative products, high-quality sales services, as well as effective marketing strategies, the Group achieved remarkable performance in the exhibitions. The increase in the Group's turnover recorded in the wedding expos was impressive when compared with that of last year.

In terms of the PRC business, the Group launched the "Pinky Promise" marketing campaign during Chinese Valentine's Day, and collaborated with multiple KOLs and KOCs to raise brand awareness among the public through online promotion. In addition, the Group has organized workshops at 42 stores for customers, especially couples, to make ornament base. This helped to strengthen customer relationships and increase brand loyalty, as well as increase the chance of repeated purchase. During the campaign period, the sales of the relevant stores recorded a high double digit increase.

Going forward, the Group will continue to solidify its position as a wedding expert, further improve its sales performance and strengthen its competitive edge in the market to create sustainable returns for shareholders.



DUO by TSL Exhibition Booth at Wedding Expo
DUO by TSL 婚展展位

強化婚嫁專家地位

婚嫁市場向來是珠寶業界中舉足輕重的業務板塊之一，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.HK）作為婚嫁專家，一直透過產品創新、市場推廣等多方面的措施以加強品牌於婚嫁市場上的佔有率。集團亦推出了以伴侶為目標客戶群的珠寶品牌DUO by TSL，並在去年底於尖沙咀開設首間概念店。

隨著本地疫情緩和，各項展覽陸續恢復舉行。今年夏季，DUO by TSL於多項大型婚嫁展覽中參展，有助加強品牌形象及在婚嫁市場上的地位。憑藉多元化及創新的產品組合、優質的銷售服務和有效的市場推廣策略，集團在婚展中取得出色的表現。與去年之婚嫁展覽相比，集團在各項婚展中所錄得的營業額均有顯著增長。

中國內地方面，集團在七夕期間推出「小印記，大承諾」市場推廣活動，與多名KOL及KOC合作進行網上宣傳，以提升大眾對品牌的關注。此外，集團亦於42間門市舉辦工作坊，邀請以情侶為主的顧客製作飾物底座，以加強與顧客之間的關係及提升其品牌忠誠度，並增加顧客再次購物的機會。活動期間，相關分店的營業額合共錄得高雙位數的按年升幅。

未來，集團會繼續鞏固其婚嫁專家的定位，進一步提升銷售表現，加強集團在市場上的競爭優勢，為股東創造持續的回報。

Operational Focus

15

new stores opened from
Jul to Sep 2022
家分店於2022年7月至9月期間開設

The Group has presence in 120 cities in
Mainland China
集團於中國內地的銷售網絡遍佈120個城市

Store network coverage 集團銷售網絡覆蓋

	No. of stores 店舖數目 (As of 30 Sep 2022 截至2022年9月30日)
Mainland China 中國內地	474
Self-operated 自營店	183
Franchised 加盟店	291
Hong Kong & Macau 香港及澳門	27
Malaysia 馬來西亞	6
Japan 日本	1
Total 總數	508

Sustainable Development

Actively Pursue Improvement in Operational Efficiency

The Group is committed to driving business growth and improving production capacity and efficiency, to provide customers with higher quality and innovative products, as well as further enrich the Group's product portfolio to better cater to different customer needs.

The Group's business in Mainland China is growing and gradually becoming a key growth driver. In 2021, the Group's sales in Mainland China accounted for approximately 80% of its total sales. It is expected that the Group will benefit from the economic recovery and the improved consumer sentiment in Mainland China.

In view of this, the Group recently started to build a new factory and ancillary facilities in Panyu, Guangzhou, China for the Group's own use. The piece of land used to build the abovementioned factory has a total area of 34,467 square meters, was acquired by the Group in 2019 and is located near the Group's PRC headquarters in Guangzhou. The Group plans to equip the new factory project with more advanced and automated machinery. Upon the completion of the project, it is expected to become the Group's headquarters and logistics center in the PRC, which is in line with the Group's overall business strategy and will lay a solid foundation for the Group's long-term development.

積極追求營運效率提升

集團一直致力推動業務增長，同時提升生產力及效率，務求向顧客提供更高質素及創新的產品，並進一步豐富集團的產品組合，以迎合不同顧客的需求。

中國內地業務發展日益蓬勃，逐漸成為集團業務之主要增長動力。在2021年，集團於中國內地市場之銷售佔整體銷售約八成，預計集團未來將受惠於中國內地經濟及消費意欲復甦。

有見及此，集團最近於中國廣州市番禺區一地皮動工興建新廠房及配套設施供集團自用。集團於2019年購買該地皮，合共佔地34,467平方米，鄰近位於廣州的中國總部。集團計劃在新廠房項目中配備更先進及自動化機器，預期項目完成後將成為集團於中國之總部及物流中心，符合集團的整體業務策略，並為長遠發展奠定了穩固的基礎。



The construction of Group's new factory officially commenced in September 2022

集團之新廠房建設於2022年9月正式動工

Frequently Asked Questions

Q1: How was the Group's sales performance in Hong Kong and Macau during the National Day and Chung Yeung Festival holidays?

A1: The sales in Hong Kong and Macau outperformed during the period. In terms of the Hong Kong business, the disbursement of the new round of Electronic Consumption Voucher during public holidays significantly boosted the market sentiment. For the Macau Business, the new store, which is located at the Shoppes at Londoner, was opened on 1 October and attracted plenty of customers to visit and purchase. The Group also ran marketing campaigns and promotions to drive sales during the holidays and achieved satisfactory results.

Q2: The government announced the "0+3" quarantine arrangement in late September. What is the Group's view on it and how would the Group prepare for the relaxation of anti-pandemic measures for travelers?

A2: The Group welcomes the relaxation of quarantine arrangements and expects the number of visitors to rise gradually. There is ample room for the number of tourists to reach pre-pandemic level, yet the consumption sentiment is expected to rise with further relaxations of anti-pandemic and quarantine measures. The Group is prudently optimistic about the influx of travelers and will keep monitoring the market to develop suitable marketing strategies to boost business.

問1: 在國慶日和重陽節假期期間，集團港澳業務的銷售表現如何？

答1: 假期期間，港澳業務的銷售表現優異。香港業務方面，適逢新一輪消費券於公眾假期期間發放，市場氣氛顯著提升。澳門業務方面，位於倫敦人購物中心的新分店已於10月1日開幕，吸引眾多顧客到訪購物。集團亦相應推出市場推廣活動和產品優惠，以進一步帶動銷售，整體業務表現令人滿意。

問2: 政府在九月底公佈了「0+3」檢疫安排。集團對此有何看法？以及會如何對遊客的防疫措施放寬作準備？

答2: 集團對放寬檢疫安排表示歡迎，相信旅客數目將會逐步回升；雖然與疫情前水平相比仍有一定距離，但隨著防疫及檢疫措施進一步放寬，消費意欲可望回升。集團對旅客到訪情況持謹慎樂觀態度，並會密切關注市場，制定合適的銷售策略，以推進業務發展。

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

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