

Stock Code: 0417.HK

Corporate News

Constant Improvements to Stay the Course

Tse Sui Luen Jewellery (International) Limited ("TSL Jewellery" or the "Company", together with its subsidiaries, the "Group", HKSE stock code: 417), announced its interim results for the six months ended 30 September 2023 (the "Period"). The turnover of the Group for the Period increased by 7.9% to HK\$1,346.5 million. The Group recorded a loss attributable to owners of the Company for the Period of HK\$58.2 million and the loss per share for the Period was 23.4 HK cents.

With gold being a reliable store of value, the demand for gold jewellery has strongly outperformed those of natural diamonds and other kinds of gem set jewellery in times of macroeconomic uncertainty. The Group responded to the change in consumer behavior by placing more emphasis on its gold jewellery business across all operating regions during the Period.

As the number of visitors to Hong Kong and Macau has steadily rebounded after travel restrictions were lifted in early 2023, the Group achieved a notable increase in the turnover of its Hong Kong and Macau retail business with same-store sales growth during the Period.

For the operation in Mainland China, the Group recorded a slight increase in the turnover of its self-operated stores with same-store sales growth. During the Period, the Group has focused more on its pure gold business to partially compensate for the loss of sales caused by the sharp decline in diamond demand.

As the global economy is still clouded by uncertainties, the Group will remain committed to upholding quality in design and craftsmanship as well as optimizing the sales mix and retail network in all operating regions, ensuring to capture any new opportunities that may come in this post-pandemic era. Going forward, the Group will stay cautious and adaptive while keeping a watchful eye on market developments to overcome the headwinds and achieve sustainable long-term growth.



(From left) Mrs. Annie Tse, Chairman and CEO of the Group and Ms. Estella Ng, Deputy Chairman, Chief Strategy Officer and CFO of the Group
(左起) 集團主席及行政總裁謝邱安儀女士及集團副主席、首席策略暨財務官伍綺琴女士

整改提效 堅毅續航

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」,香港聯交所股份代號:417)宣佈其截至2023年9月30日止六個月(「本期間」)之中期業績。本期間集團營業額增加7.9%至港幣1,346,500,000元。集團於本期間的公司擁有人應佔虧損為港幣58,200,000元,每股虧損為23.4港仙。

鑒於宏觀經濟前景不明朗,黃金被視為可靠保值,金飾的需求遠超天然鑽石和其他珠寶首飾。針對顧客消費行為的變化,集團於本期間更注重新所有營運地區的金飾業務。

由於訪港澳旅客人數自2023年初取消防疫旅遊限制後穩步回升,本期間集團的香港及澳門零售業務營業額顯著上升並錄得同店銷售增長。

中國內地營運方面,集團自營店的營業額略為增加,並錄得同店銷售增長。集團期內更專注於純金產品的業務,以彌補部分由鑽石需求急劇下滑造成的營收損失。

全球經濟仍然充滿不確定性,本集團會繼續於產品設計及工藝上精益求精,並優化各地域的銷售組合和零售網絡,捉緊後疫情時代帶來的新機遇。未來,集團將繼續審慎應變,同時密切關注市場發展,以克服困境及實現長遠的可持續發展。

Operational Focus

25 new stores opened from Oct to Dec 2023
家分店於2023年10至12月期間開設

The Group has presence in 117 cities in Mainland China
集團於中國內地的銷售網絡遍佈117個城市

Store network coverage 集團銷售網絡覆蓋

	No. of stores 店舖數目 (As of 31 Dec 2023 截至2023年12月31日)
Mainland China 中國內地	451
Self-operated 自營店	128
Franchised 加盟店	323
Hong Kong & Macau 香港及澳門	28
Malaysia 馬來西亞	8
Japan 日本	1
Total 總數	488

Sustainable Development

TSL Jewellery's Commitment to Outstanding Service Recognized

The Group has demonstrated unremitting commitment to providing outstanding shopping experiences for its customers. Having steadfastly adhered to the customer-oriented business philosophy and prioritized integrity, a high standard of customer service was maintained for the TSL | 謝瑞麟, DUO by TSL and TSL TOSI brands. The Group is proud to receive the "2023 Excellent Service Retailer of the Year - Chain Stores" award from the Hong Kong Retail Management Association, which recognized the Group's service excellence. The award motivates the Group to constantly improve customer service.

Additionally, after two years of brand building and optimization of operations and service, DUO by TSL, the Group's brand that targets couples, has received two awards, namely, the "2023 Quality Service Retailer of the Year of Flagship Stores - Gold Award" and the "2023 Quality Service Retailer of the Year - Watch & Jewellery Category Award" for its outstanding service. Alongside three other awards received this year, these accolades are testaments to the Group's commitment to upholding its values and always maintaining the highest standard of customer service.

In the meantime, the Group will continue to strengthen employee training in pursuit of service excellence, while adhering closely to the core positioning of "Trendsetting Craftsmanship" to provide customers with an extraordinary shopping experience.

謝瑞麟珠寶的卓越服務獲得認可

集團一直致力為顧客提供卓越的購物體驗，並堅守其「以人為本」和「誠信至上」的經營理念，使旗下TSL | 謝瑞麟、DUO by TSL及TSL TOSI品牌一直保持高水平的顧客服務。集團很榮幸獲得香港零售管理協會的認可，獲頒發「2023年度卓越服務零售商大獎-連鎖店」，以表揚集團的卓越服務，促使集團未來繼續努力，提供更優質的服務。

此外，集團旗下的情侶珠寶品牌DUO by TSL經過兩年建立品牌和優化營運及服務，其卓越的服務榮獲「2023年度最佳優質服務零售商-旗艦店金獎」及「2023年度最佳優質服務零售商-鐘錶及珠寶店組別」兩大獎項，連同本年度集團獲頒發的其他三個獎項，這些榮耀印證了集團一直致力秉承其經營理念，並為顧客提供最高水準的優質服務。

與此同時，集團會繼續加強員工培訓，追求更優質的服務，同時緊貼「非凡工藝 潮流演繹」的核心定位，為顧客提供非凡的購物體驗。



HKRMA Annual Awards Presentation 2023
香港零售管理協會年度頒獎典禮2023

Frequently Asked Questions

Q1: How did the Group's business perform during the Christmas and New Year holidays?

A1: The Hong Kong Government has introduced large-scale campaigns to boost consumption, with the ultimate goal of revitalizing the retail and catering industries and stimulating the overall economy. The sales performance of the Group recorded year-on-year growth during the holiday period due to the low base figure recorded last year. However, the growth of the Group's sales performance has fallen short of expectations as the recovery of consumption sentiment was slow.

Q2: Is the performance of the Group affected by the growing number of outbound Hong Kong travelers to Mainland China?

A2: Northward traveling and consumption have caught on since last year after the border reopening between Mainland China and Hong Kong. Coupled with the "Immediate Tax Refund upon Purchase" pilot scheme in Shenzhen shopping malls, the sales performance of the retail industry in Hong Kong has been impacted, with the Group also being affected to a certain extent. The Group will keep launching different promotional campaigns and discount offers to maximize sales during peak season.

問1: 集團在聖誕節及新年假期的業務銷售表現如何？

答1: 香港政府推出了多項大型活動以刺激本地消費，從而振興零售和餐飲業，帶動整體經濟復甦。集團在假期期間的銷售業績錄得同比增長，惟此乃基於去年錄得的低基數。然而，由於消費氣氛復甦緩慢，集團銷售業績的表現未符預期。

問2: 集團的業績表現有否因香港市民「北上消費」的出境人數增加而受到影響？

答2: 自去年內地與香港取消防疫旅遊限制後，「北上消費」成為熱潮，加上深圳部分商場試行離境退稅「即買即退」措施，本地零售業的銷售表現受到衝擊，而集團的業務亦受到一定程度的影響。集團將繼續推出不同的促銷活動及折扣優惠，致力在旺季提高銷售額。

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

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