

Stock Code: 417

## Corporate News

### Striding Ahead Step by Step in the 30th Listing Anniversary

2017 marks the 30th anniversary of listing for Tse Sui Luen Jewellery (International) Limited ("TSL Jewellery" or the "Company", together with its subsidiaries the "Group") as the Company went public on June 30, 1987. What makes this year even more special is that the founder of the Group, Mr Tse Sui Luen, also celebrates his 80th birthday.

The long-established brand "TSL | 謝瑞麟" grows alongside Hong Kong and is also one of the first Hong Kong-based jewellery brands to expand to the international market. As the founder of the Group with the nickname "Great Master in Jewellery Craftsmanship", Mr Tse Sui Luen has devoted himself to the jewellery industry for nearly 70 years. Experienced various challenges within the field and witnessed changes of an era, 80-year-old Mr Tse Sui Luen has since become an industry

model to look up to and a living legend in Hong Kong. Mr Tse Sui Luen has already passed on the torch, together with his "undefeatable" fighting spirit and values, allowing the Group's businesses to flourish further.

Mrs Annie Yau Tse, Chairman and Chief Executive Officer of the Group, expressed, "2017 is the Group's 30th anniversary of listing which represents a new milestone. The concerted effort of every staff member and selfless contribution of Mr Tse Sui Luen, together with his unrelenting fighting spirit, have made the achievements of the Group today a reality. Going forward, we will continue to improve ourselves and hope to pass down the 'Hong Kong spirit' of Mr Tse Sui Luen."

FY2016-17 will be another significant milestone in the development of TSL Jewellery and the Group is determined to bring the brand to a next level and ultimately maximise shareholders' value.



TSL Jewellery was listed on the Hong Kong Stock Exchange in 1987 and became the largest local jewellery exporter at that time  
謝瑞麟珠寶1987年於香港聯合交易所有限公司上市，並成為當時最大的珠寶出口商。

### 邁進上市三十周年 默默耕耘 昂首向前

自謝瑞麟珠寶（國際）有限公司（「謝瑞麟珠寶」或「公司」，連同其附屬公司「集團」）1987年6月30日上市以來，今年喜迎上市三十週年，同時，今年更是集團創辦人謝瑞麟先生八十壽辰。

「TSL | 謝瑞麟」品牌擁有悠久的歷史，更是首批面向國際的香港珠寶品牌，伴隨香港人成長；而作為集團的創辦人及資深的珠寶專家，人稱「珠寶工藝界校長」的謝瑞麟先生亦渡過了充滿精彩傳奇的八十載年華，在珠寶業界打滾接近七十年，經歷業界不同的挑戰，見證大時代變遷，更成為業界的典範及香港傳奇。現時集團業務已經薪火相傳，而謝瑞麟先生「打不死」的拼搏精神及價值觀亦得以傳承，並發揚光大。

集團主席及行政總裁謝邱安儀女士表示：「2017年是集團上市三十週年，標誌著另一個新里程。集團能夠擁有今天的成就除了是公司全體員工共同努力的成果外，更有賴謝瑞麟先生對集團的無私付出，以及艱苦拼搏的精神。今後，我們將繼續努力，精益求精，並希望謝瑞麟先生這份『香港精神』傳承下去。」

2016/17財年將會是謝瑞麟珠寶發展的又一里程碑，集團將致力令品牌有一個全新的發展，從而最終為股東帶來更高回報。



Mr Tse Sui Luen, an industry model and a living legend in Hong Kong, celebrates his 80th birthday.  
謝瑞麟先生渡過充滿精彩傳奇的八十載年華，早已成為業界的典範及香港傳奇

## Operational Focus

**25** new stores opened from December 2016 to February 2017  
家分店於去年十二月至今年二月期間開設

The Group has presence in 112 cities and the new ones include:

集團在內地的銷售網絡達至 112 個城市，其中新增城市包括：

江蘇省淮安 Huai'an, Jiangsu Province  
河南省商丘 Shangqiu, Henan Province  
安徽省亳州 Haozhou, Anhui Province  
山西省運城 Yuncheng, Shanxi Province

### Store network coverage 集團銷售網絡覆蓋

Location 地點	No. of stores 店鋪數目 (As of 28 February 2017 截至2017年2月28日)
Mainland China 中國內地	330
<ul style="list-style-type: none"> <li>Self-operated 自營店 198</li> <li>Franchised 加盟店 132</li> </ul>	
Hong Kong 香港	28
Macau 澳門	3
Malaysia 馬來西亞	4
Japan 日本	1
<b>Total 總數</b>	<b>366</b>

## Sustainable Development

### Cautiously planning ahead amid recovering HK retail market

While Hong Kong's retail sector has shown some signs of stabilisation, TSL Jewellery is also taking this opportunity to enhance its store network in Hong Kong with its 'store-for-store' strategy. In December 2016 and January 2017, the Group opened two new stores respectively in Times Square, Causeway Bay and Whampoa, Hung Hom. The Group also plans to open another store which will cover approximately 2,000 square feet in New Town Plaza, Sha Tin, in May 2017.

"Our 'store-for-store' strategy has been well implemented and the progress of shop opening is in line with the Group's expectation," said Mrs. Annie Yau Tse, Chairman and Chief Executive Officer of the Group, stating it is taking this opportunity to penetrate into high-traffic key shopping areas, such as Times Square, when the rental market is undergoing some adjustments. The Group expects a 10-15% lease reduction this year while renting a street store can even save up to 20% as compared to its last contract.

"Market conditions in 2017 will remain volatile and we are well-prepared for that,"



A new gold series were launched during Chinese New Year and received much positive feedbacks  
集團在農曆新年期間推出多款廣受好評的應節足金產品

Mrs Tse said, stressing that thanks to various successful marketing campaigns and promotions, the Group recorded single-digit same-store-sales growth (SSSG) in Hong Kong during the Chinese New Year while foot traffic and sales performance in Hong Kong and Macau were better than expected.

As the Group is celebrating its 30th listing anniversary, it will strengthen its product collections to increase the brand's affinity among consumers and differentiate itself from peers. After the successful launch of its Contemporary Art Jewellery collection by American designer Christine Keller, the Group will continue to reinforce its market positioning by bringing more unique retail experience to the local markets in Hong Kong, Macau and Mainland China.

### 零售市道復甦 審慎籌劃未來

種種跡象顯示本港零售市道漸趨穩定，謝瑞麟珠寶正藉此時機，繼續以「舖換舖」策略，優化旗下香港店舖網絡。集團於2016年12月及2017年1月，分別在銅鑼灣時代廣場及紅磡黃埔花園各開設了一間新店舖，並計劃於2017年5月在沙田新城市廣場再增設一間面積約2,000平方呎的分店。

集團主席及行政總裁謝邱安儀女士表示租務市場現時處於調整期，集團正把握時機進駐如銅鑼灣時代廣場等人流較高的重點購物區。她說：「我們的『舖換舖』計劃進展順利，且開設店舖的步伐亦符合預期。」與上一租約比較，集團預期今年續租店舖的減租幅度將達10-15%，其中街舖的減租幅度更可高達20%。



New store in Whampoa 黃埔花園新店

另外，於新春期間，集團的本港同店銷售錄得單位數增長，港澳店舖的人流及銷售均勝於預期。謝太認為此應歸功於集團於新春期間所推行的多項市場推廣及優惠活動。她強調：「2017年的市況將會繼續波動，但我們已作好準備迎接挑戰。」

正值上市三十週年之際，集團計劃於年內加強產品組合以增加品牌吸引力，並將推出多款特色產品。繼與美國珠寶設計師Christine Keller合作並成功推出「現代手作珠寶系列」後，集團將把更多獨特的零售體驗引進港澳及內地市場，進一步強化其市場定位。

## Frequently Asked Questions

**Q: How was the sales performance of the Group during Chinese New Year?**

集團於剛過去的農曆新年零售銷售表現如何？

During the Chinese New Year, the Group recorded single-digit same-store-sales growth (SSSG) in Hong Kong and sales from the first five days were slightly better than last year, exceeding the Group's expectation. Foot traffic in Hong Kong and Macau was satisfactory while many customers were after gold products. In order to cater the increasing demands for wedding related items in the peak season, the Group has launched several campaigns and cash rebate promotion on wedding bands and engagement rings, and a 62% discount on craftsmanship fees on wedding gold items.

In addition, the Group attained impressive results in its Mainland China operations as it saw a double-digit yoy growth during the first four days of the Chinese New Year, mainly from its jewellery sector. Thanks to the increasing number of stores, satisfying sales performance was also achieved in franchising business with high double-digit sales growth.

**Q: What's the Group's plan for its business in the Mainland China?**

集團在內地市場業務有何部署？

During 1H FY2016/17, sales revenue from Mainland China accounted for 60% of the Group's total turnover and it is believed that the percentage will further increase as the appetite for luxury jewellery for personal use in Mainland China from the rising middle class will remain strong, becoming the driving force for jewellery consumption. Franchised stores will continue to be the key growth engine in Mainland China and the ratio of self-operated stores and franchised stores is expected to reach 3:7. The Group is now on track with its expansion plan mentioned in last May to open at least 100 franchised stores in the next two years. It achieved over half of the target in FY2016-17 and this momentum shall be maintained this year. Meanwhile, the Group will continue to explore more online platforms and expects e-business channels to grow at a fast pace.

今年農曆新年港澳店舖的人流與生意額都勝於預期，新春期間集團本港同店銷售有單位數增長。年初一到初五的生意額較去年同期有輕微上升，其中以足金首飾最受歡迎。為配合婚嫁旺季需求，集團亦推出婚戒和對戒現金優惠，以及足金婚嫁首飾手工費三八折等。此外，內地市場於新年假期表現不俗。年初一到年初四之內地零售銷售較去年同期更有雙位數增長，主要來自珠寶首飾。而加盟店更因為店舖數量增加，銷售增幅達雙位數，成績令人滿意。

目前，集團內地銷售貢獻佔集團整體銷售六成，相信未來佔比將進一步上升。中國內地崛起的中產階層對自用奢華珠寶的需求依然強勁，成為珠寶消費背後的強大動力。加盟店將繼續成為集團內地業務增長的火車頭，未來自營店和加盟店預期達至3:7的比例。我們在去年5月宣佈未來兩年內開設不少於100間加盟店，進度符合預期，16-17財年已經完成目標一半以上，今年開店速度將維持此步伐；集團將繼續拓展電子商務平台，料下半年電子商貿渠道將能保持該高增長率。

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

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