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## Corporate News

### Longstanding Culture of Customer-centric Service

The COVID-19 pandemic has raged on for over a year, bringing unprecedented challenges to the entire retail industry. Against the headwinds, Tse Sui Luen Jewellery (International) Limited ("TSL" or the "Company", together with its subsidiaries the "Group", HKSE stock code: 417) has remained resilient, and was proud to be conferred the "2020 Service Talent Award", a prestigious accolade regarded as the "Oscar" of the retail trade in Hong Kong, in raising the awareness of service within the retail industry; and the Quality Service Retailer of the Year - Silver Award at the "2020 Quality Service Retailer of the Year", which is an effective service performance assessment tool through mystery shopper visits. Both programmes were organized by the Hong Kong Retail Management Association (HKRMA), and it definitely proved a welcomed shot of encouragement for the team.

Rooted in Hong Kong for 60 years, TSL is one of the best-known jewellery brands locally. It has always been committed to a customer-centric approach, focusing on customers' shopping experience and regarding the provision of quality service and products to customers as the highest priority. The Group firmly believes that quality customer service would create in the customer a sense of being valued and heard, therefore, our frontline staffs always focus on the importance of the "human element" in serving customers. A culture dedicated to service excellence, created from within, is the key to the Group's success.

The Group is devoted to persistently elevate its service standard, including the service provided by employees as well as the shopping environment in its stores. TSL is determined to equip itself to tap the changes in the post-pandemic retail industry and continue to cater to customers' needs.

### 以客為本的深厚服務文化

新冠肺炎疫情持續至今超過一年，為整個零售業帶來前所未見的挑戰。面對逆境，謝瑞麟珠寶(國際)有限公司(「謝瑞麟」或「公



Mrs. Annie Tse, Chairman and CEO of the Group, and our award-winning team.

集團主席及行政總裁謝邱安儀女士與得獎團隊。

司」，連同其附屬公司「集團」，股份代號：417) 從未氣餒，更在有「零售業奧斯卡」之稱的「2020傑出服務獎」獎項中獲獎，以及在「2020最佳優質服務零售商」獎項中榮獲「2020最佳優質服務零售商大獎-連鎖店銀獎」。兩個獎項均由香港零售管理協會(HKRMA)主辦，前者旨在提高零售業界的服務意識，後者通過神秘顧客到訪作為服務績效的評估工具。能夠在兩個獎項中獲得殊榮，均為公司團隊帶來正能量。

謝瑞麟紮根香港60年，是本地珠寶業界著名品牌之一，一直堅持「以客為本」的目標；著重顧客的購物體驗，為顧客帶來優質的服務及產品是我們的首要承諾。集團堅信優質的客戶服務要讓客人感到被重視，並用心聆聽他們的需要，因此我們前線員工著眼於「人性化」的客戶服務。從內到外建立起卓越的服務文化，是集團致勝的關鍵。

集團將繼續致力提升服務水平，包括員工服務及店舖購物環境。必先裝備好自己，才能把握後疫時代下零售業的變化，繼續迎合顧客需要。

## Operational Focus

**7** new stores opened from January to March 2021  
家分店於2021年1月至3月期間開設

The Group has presence in 129 cities in Mainland China  
集團於中國內地的銷售網絡遍佈129個城市

### Store network coverage 集團銷售網絡覆蓋

Location 地點	No. of stores 店舖數目 (As of 31 Mar 2021 截至2021年3月31日)
Mainland China 中國內地 Self-operated 自營店 Franchised 加盟店	450 173 277
Hong Kong & Macau 香港及澳門	28
Malaysia 馬來西亞	6
Japan 日本	1
<b>Total 總數</b>	<b>485</b>

## Sustainable Development

### Official E-shop Now Open!

Amid slowing economic activity, COVID-19 has led to a surge in e-commerce and accelerated digital transformation. The growth in new retail is being driven by underlying consumption trends globally. Some would suggest that in the future “new retail” might be the key catalyst to unlock the next wave of retail growth. TSL strategically positions itself to take advantage of the changing consumption habits that are redefining the market. To capitalize on this change in consumption pattern, TSL has unveiled its official Hong Kong online store on 8 March 2021.

Celebrating the opening of the e-shop, the Group has launched an “Opening Surprise” promotion comprising coupon giveaways, a 10% reduction on regular price jewellery items and discounts for VIP members. It marked the perfect time to shop for the Group’s signature and exclusive collections, which showcases the impeccable craftsmanship.

The TSL Hong Kong e-shop enriches the Group’s digital presence and strategically complements its online footprint in China, where it has opened online flagship stores on several banks’ online mall platforms and established partnerships with major e-commerce platforms, to seize the sales opportunities in Mainland China’s retail market recovery.

### 官方網店現已上線！

疫情雖然導致經濟活動放緩，但亦同時令電商交易量激增，並加速各行業的數碼化轉型。全球消費趨勢的轉變，成為推動新零售的增長基礎。有人認為「新零售」未來可能是釋放下一波零售增長浪潮

的關鍵催化劑。謝瑞麟早已做好戰略定位，以迎合不斷變化的市場及消費者習慣。為把握消費模式的變化，謝瑞麟香港官方網店已於2021年3月8日正式開幕。

為慶祝網店開業，集團特意推出「開幕禮遇」優惠，活動包括贈券、全部正價珠寶商品可享9折及VIP會員折扣，這正是購買謝瑞麟專屬系列的絕佳時機，並體驗我們無可挑剔的工藝。

謝瑞麟香港官方網店豐富了集團的數碼業務，並策略性加強配合我們在中國的線上足跡，集團在內地已進駐多家銀行開設的線上商城，並開設旗艦店，同時與多個主要電商平台建立合作夥伴關係，以抓緊內地零售市道復甦所帶來的銷售機遇。



TSL | 謝瑞麟 香港官方網店

Opening 開幕禮遇  
SURPRISE

於香港官方網店選購珠寶滿HK\$ 1,000  
送HK\$ 100 SOGO購物券

Don't miss the opening surprise on our official e-shop ([www.tslj.com](http://www.tslj.com))!  
請不要錯過謝瑞麟香港官方網店 ([www.tslj.com](http://www.tslj.com)) 的「開幕禮遇」優惠！

## Frequently Asked Questions

**Q1: The Hong Kong Government is set to launch the \$5,000 electronic vouchers scheme to stimulate local consumption. What is the Group's view on this scheme?**

**A1:** The e-vouchers scheme will help to stimulate local consumption to some extent. The Group expects the e-vouchers to be more beneficial to retailers of daily necessities such as food and homewares. Currently four electronic payment service providers were picked for the scheme, the Group would like to suggest the Government and providers to exempt or subsidize for the additional charges required in the payment process to lessen the burden on retailers.

**Q2: This year, the Ching Ming Festival and the Easter holidays fall on the same period and combine into a 5-day public holiday. What difference did the Group see in the consumer sentiment and consumption habit during this period compared with that of last year?**

**A2:** Lately, the number of confirmed COVID-19 cases has begun to fall. Coupled with the vaccination program launched by the Government since January, the consumer sentiment has improved. A partial easing of social-distancing rules, especially the extension of dining services to 10pm, has encouraged more consumers to go out and spend the 5-day holiday. Overall sales and traffic over the 5-day holiday were better than last year, but still far from 2019. The recovery in sales for stores in tourist districts was slow, whereas those in local districts fared better.

**問1: 政府計劃派發5,000元電子消費券，以促進本地消費。集團對相關計劃有何看法呢？**

**答1:** 電子消費券對刺激本港零售消費有一定幫助。不過，集團預期，發放消費券較利好日常用品消費，例如是食物、家品等。現時，四間電子支付供應商已甄選為協助推行消費券計劃，集團建議政府及供應商可考慮免除或補貼在付款過程中需要支付的額外費用，以減輕商戶負擔。


**問2: 今年的清明節適逢與復活節相連，成為5天的長假期。就集團觀察，本地消費情緒及消費習慣，與去年有何不同呢？**

**答2:** 近日，本地新冠肺炎確診個案有所放緩。另加上政府自一月份起開展疫苗接種計劃，本地消費情緒有改善跡象。此外，放寬防疫措施後，特別是容許餐廳營業時間延長至晚上10時，鼓勵更多消費者外出度過5天長假期。整體而言，5天長假內的銷售及客流量都比去年好，但與2019年相比仍相差甚遠。另外，設於遊客區的門店銷售恢復仍然緩慢，而處於民生區的門店銷售情況較為理想。

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

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