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Corporate News

Inject a youthful spirit by launching a new sub-brand – TSL tosi

Inspired by youthful enthusiasm, Tse Sui Luen Jewellery (International) Limited ("TSL" or the "Company", together with its subsidiaries the "Group", HKSE stock code: 417) launched a new sub-brand "TSL tosi" in June 2021. TSL tosi interprets fine jewellery accessory from a new perspective and brings a fresh option of everyday jewellery to customers.

It is a common idea that jewellery is only worn on special occasions. The launch of TSL tosi expands this notion and shows how jewellery can be a part of one's daily wardrobe. The design concept of TSL tosi is minimalist and based on the idea of "Embracing The True You". The collection is created to enable the wearer to express their true self, display their unique spark and inspire them to cultivate their own look. The diverse products allow customers of different aesthetics to create versatile fashion styles easily.

The first concept store of TSL tosi in China was opened in Suzhou on 28 September 2021. Products of TSL tosi exemplify "light luxury" – they are of excellent quality, affordable and chic.

The Group has always strived to bring a transformative voice to the traditional world of fine jewellery, and to redefine luxury by exceptional craftsmanship. The pandemic has reshaped the retail landscape and a digital presence is now crucial to every retailer. To venture into new retail and rejuvenation, the Group has revamped its corporate website and launched E-shop 3.0 in Mainland China in September 2021.

Not only has the Group strengthened its online presence, but it has also refurbished 14 TSL retail stores in Mainland China in the minimalistic but aesthetically pleasing Nordic style. The new design, inspired by urban life and the galaxy, elevates the elegance of the jewellery to a higher level.



The first concept store of TSL tosi in Suzhou, China
TSL tosi 於蘇州開設全國首家形象店

注入青春氣息 推出全新子品牌TSL tosi

受年輕人的真我個性所啟發，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)於2021年6月推出全新子品牌TSL tosi，以嶄新角度詮釋時尚珠寶配飾產品，為客人帶來耳目一新的日常珠寶選擇。

大眾普遍認為珠寶只適合在特別場合佩戴，而TSL tosi的出現顛覆了這個概念，並展示了珠寶如何成為日常穿搭的一部分。以「擁抱真我」作為品牌理念，提倡極簡主義，旨在讓佩戴者呈現真實的自己，散發獨特光芒，啟發他們打造屬於自己的形象。多樣化的產品設計讓不同風格的顧客都能輕鬆創造百搭的潮流形象。

TSL tosi 全國首家形象店於2021年9月28日在蘇州開幕。TSL tosi 的產品品質卓越、價格相宜、設計別緻，完美體現了「輕奢」的概念。

集團一直致力在傳統的精品珠寶界別內帶來革命性的聲音，並以卓越的工藝重新定義奢華。疫情重塑零售格局，現今數碼化轉型對每個零售商都至關重要。在2021年9月，集團已全面升級企業網站，並於中國內地推出了全新官方網上旗艦店，以配合新零售和品牌年輕化的發展方向。

集團不僅加強了網上曝光率，亦已將中國內地14間 TSL | 謝瑞麟零售店以歐簡約風格進行形象煥新。新設計的靈感來自於都市生活和銀河系，將珠寶的優雅昇華至更高水平。

Operational Focus

24 new stores opened from Jul to Sep 2021
家分店於2021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 2021 截至2021年9月30日)
Mainland China 中國內地	454
Self-operated 自營店	178
Franchised 加盟店	276
Hong Kong & Macau 香港及澳門	27
Malaysia 馬來西亞	6
Japan 日本	1
Total 總數	488

Sustainable Development

Elevating customer experience in the new normal

Provision of quality service to customers is one of the fundamental values of the Group. The Group complies with industry standards and relevant regulatory requirements in all the regions it operates. It has also implemented various policies and measures to ensure the authenticity of product labels and information, in order to enhance customer satisfaction.

The Group provides training and workshops for employees on how to build strong relationships with customers. To keep staff informed about market trends, the Group has recently invited a wedding expert to share the changes in wedding trends under pandemic. The Group advocates the personal development of employees by providing various skill training opportunities according to the needs of employees and customers.

The pandemic has been raging for almost two years. The Group has taken various measures and participated in the "Anti-Epidemic Hygiene Measures Certification Scheme" co-organized by the Hong Kong Tourism Board and the Hong Kong Quality Assurance Agency to safeguard the health and safety of customers.

新常態下致力提升客戶體驗

為客戶提供優質服務是集團的核心價值觀之一。集團在各營運地區均遵從行業標準和相關監管要求。同時，集團實施多項政策及措施，確保商品標籤及資訊的準確性，務求提升客戶滿意度。

集團積極向員工提供培訓及工作坊，有助員工與客戶建立穩固的關係。為緊貼市場趨勢，集團早前邀請了一名婚禮專家向員工分享疫情下舉行婚禮的趨勢及變化。集團十分重視員工的個人發展，會按照員工和顧客的需要，提供各種技能培訓機會。

疫情持續至今將近兩年，集團一直採取多項防疫措施，並參與了由香港旅遊發展局與香港品質保證局合辦的「衛生抗疫措施認證計劃」，保障客戶的健康及安全。



Frequently Asked Questions

Q1: The second batch consumption voucher was distributed on 1 October 2021. What was the Group's business performance for the 3 days of Golden Week long weekend in relation to the e-voucher scheme?

A1: Fortunately, National Day this year fell on a long weekend, which helped drive local consumption. With various promotions and marketing campaigns, the use of the second batch consumption voucher is actually higher than the first batch issued in August. The Group will closely monitor the market situation, and capitalize on the opportunities brought by the consumption vouchers.

Q2: What is the Group's expectation on the performance during "Double 11" and the Christmas season?

A2: Discounts and promotional offers will be provided on different platforms during "Double 11" and the Christmas season. The Group expects response in Mainland China during "Double 11" to be more enthusiastic than that in Hong Kong. For the coming Christmas, the Group anticipates the local consumer sentiment to recover. Together with the brand new E-shops launched in both Mainland China and Hong Kong recently, the Group is optimistic about the sales performance during the festive season.

問1: 第二批消費券已於2021年10月1日發放。在電子消費券計劃帶動下，集團在黃金周3天長假期的業務表現如何？

答1: 今年的國慶日適逢是長周末，帶動了本地消費。隨著各種促銷和市場推廣，第二批消費券的使用量高於8月份所發放的第一批消費券。集團將密切關注市場情況，把握消費券所帶來的機遇。

問2: 集團對「雙11」和聖誕節期間的表現有什麼期望？

答2: 在「雙11」和聖誕節期間，集團將會在不同平台提供折扣和促銷優惠，並預期內地「雙11」期間的反應將較香港熱烈。對於即將來臨的聖誕節，集團估計本地消費意欲將會回升。同時，配合集團近期在內地及香港推出的全新網店，集團對節日期間的銷售表現持樂觀態度。

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

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