

Stock Code: 0417.HK

Corporate News

Pragmatism and Adaptability in Times of Change

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 2022 (the "Period"). The turnover of the Group for the Period amounted to HK\$1,248.2 million. The profit attributable to owners of the Company for the Period was HK\$1.9 million and the basic earnings per share was 0.8 HK cents.

Riding on the fall of gold prices, an encouraging growth in the demand of gold products was recorded during the Period, which in turn led to the increase in turnover of Hong Kong and Macau retail businesses. The local business environment has improved as the Hong Kong Government gradually relaxed travel restrictions and launched various supportive measures.

For the operation in Mainland China, the Group recorded a negative same-store sales growth during the Period, since the domestic demand and consumer sentiment have plunged due to the implementation of stringent social restrictions across major cities. Nevertheless, the Group has enhanced its product portfolio and carried out effective cost control to alleviate the adverse impacts of the economic downturn.

For the E-business, the Group recorded an encouraging double-digit increase in turnover during the Period. Customer behavior has changed significantly since the onset of the pandemic. Consequently, the Group has continued to revamp its Hong Kong and Mainland China official eShops to tap into the market and boost sales.

Going forward, the outlook of the global and local economies is still clouded by uncertainties. "The Group would maintain prudent management and keep a close track of the market situation in order to be able to quickly adjust its business strategies as and when the circumstances require, so as to capture business opportunities brought by the relaxation of quarantine policies," said Mrs. Annie Tse, Chairman and Chief Executive Officer of the Group.



因時制宜 務實奮進

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2022年9月30日止六個月(「本期間」)之中期業績。本期間集團營業額為港幣1,248,200,000元。本期間本公司擁有人應佔盈利為港幣1,900,000元,每股基本盈利為0.8港仙。

受惠於金價下跌,黃金產品的需求於本期間錄得令人鼓舞的增長,帶動香港及澳門零售業務的營業額上升。隨著香港政府逐步放寬旅遊限制及推出多項支援措施,本地商業環境有所改善。

中國內地營運方面,由於主要城市實施嚴格的社交隔離措施,內需和消費情緒大幅下滑,導致集團的同店銷售於本期間出現負增長。然而,集團透過加強產品組合和進行有效的成本控制,以緩解經濟不景氣所造成的不利影響。

電子商貿業務方面,集團營業額於本期間錄得可觀的雙位數增幅。自疫情爆發以來,客戶消費行為出現顯著的變化。有見及此,集團透過持續優化香港和中國內地的官方網店,以開拓電商市場和提高銷售。

展望未來,全球和本地經濟仍然充滿不確定性。集團主席及行政總裁謝邱安儀女士表示:「集團將保持審慎管理和密切關注市場動態,因應需要迅速調整業務策略,以把握入境檢疫政策放寬所帶來的商機。」

Operational Focus

33 new stores opened from Oct to Dec 2022
家分店於2022年10月至12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 31 Dec 2022 截至2022年12月31日)
Mainland China 中國內地	481
Self-operated 自營店	175
Franchised 加盟店	306
Hong Kong & Macau 香港及澳門	28
Malaysia 馬來西亞	7
Japan 日本	1
Total 總數	517

Sustainable Development

Our Consistent Service Excellence Recognized: Winning the HKRMA 2022 Quality Service Retailer of the Year Grand Awards (Chain Stores) - Gold Award

The Group is always dedicated to service excellence. Despite the ongoing epidemic, the Group remains committed to providing the best shopping experience to its customers. Through arranging mystery shoppers to assess the service quality of staff and keeping staff abreast of the latest market trend and product information, a high standard of customer service was maintained for the TSL | 謝瑞麟, DUO by TSL and TSL TOSI brands. The Group is delighted that its continuous efforts have been recognized by the industry, winning the HKRMA 2022 Quality Service Retailer of the Year Grand Awards (Chain Stores) - Gold Award.

In addition, after a year of brand building and optimization of operations and services, DUO by TSL, the Group's new brand that targets couples, was also awarded the HKRMA 2022 Service Talent Award Outstanding Flagship Service Store (Top 10) and Outstanding Flagship Service Brand, signifying its exceptional performance and brand image.

恒久的卓越服務備受肯定：榮獲香港零售管理協會2022「最佳優質服務零售商大獎(連鎖店)金獎」

集團一直追求卓越的服務質素，儘管疫情反覆，集團仍然堅守對顧客的承諾，提供最優質的購物體驗。集團透過安排神秘顧客評估員工的服務質素，以及讓員工了解最新的市場趨勢和產品資訊，以致「TSL | 謝瑞麟」、「DUO by TSL」及「TSL TOSI」三個品牌均能維持優質的顧客服務。集團十分榮幸一直以來的努力能夠得到業界認可，榮獲香港零售管理協會2022「最佳優質服務零售商大獎(連鎖店)金獎」。

此外，集團旗下全新情侶珠寶品牌「DUO by TSL」經過一年的品牌建設和優化營運及服務後，亦榮獲香港零售管理協會2022「傑出服務獎 - 十大傑出旗艦服務店」和「傑出旗艦服務品牌」，標誌著DUO by TSL優秀的服務表現及品牌形象。



HKRMA Annual Awards Presentation 2022
香港零售管理協會年度頒獎典禮2022

Frequently Asked Questions

Q1: What is the Group's view on the reopening of the border between Hong Kong and Mainland China and the relaxation of local infection control measures? How would these arrangements help the Group's business?

A1: The Group believes that such arrangements can usher in the revival of the tourism industry, thereby playing a positive role in the recovery of Hong Kong's economy. The number of tourists is expected to increase gradually, and the sales of the Group will grow in tandem with the accelerated recovery of the retail industry. The Group will continue to monitor the market situation and formulate strategies accordingly to capture business opportunities.

Q2: How did the Group's business perform during the Christmas holidays and what is the expected sales performance for the upcoming Lunar New Year holidays?

A2: Local consumption sentiment was still weak as citizens traveled abroad during the Christmas due to the ease of travel restrictions in Hong Kong. Consequently, sales of the Group dropped during the period. Despite the expected increase in outbound traveling during the Lunar New Year holidays, the reopening of the border between Hong Kong and Mainland China may bring an increase in the number of incoming tourists, which is likely to benefit the store traffic and sales performance. The Group will keep launching different promotional campaigns and discount offers in order to maximize sales during the peak season.

問1: 就香港與中國內地通關及放寬本地防疫措施等相關安排，集團有何看法？有關安排會否對集團業務帶來幫助？

答1: 集團相信有關安排能促進旅遊業復常，對本港經濟復甦發揮積極作用。預計旅客人數將陸續增加，而集團的銷售表現相信亦將隨著零售業加快復甦而提升。集團將繼續留意市場情況，制訂相應的策略以捕捉商機。

問2: 集團在聖誕節假期期間的銷售表現如何，對農曆新年假期期間的銷情有何預測？

答2: 鑒於香港旅遊限制陸續放寬，眾多市民於聖誕節外出旅遊，本地消費氣氛仍然相對疲弱，導致集團於期間的銷售表現下跌。儘管農曆新年假期的外遊人數預料會因本地防疫措施放寬而增加，但香港與中國內地通關或會帶動入境旅客數目上升，有望對店鋪人流和銷售表現帶來幫助。集團將繼續策劃及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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