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## Corporate News

## Love is in the Air: The "Theory of Love" Campaign presented by DUO by TSL

The romantic love between each couple composes a unique and exclusive love story. As reflected in the brand concept of DUO by TSL, "We Do", Tse Sui Luen Jewellery (International) Limited ("TSL Jewellery" or the "Company", together with its subsidiaries, the "Group", stock code: 417.HK) has collaborated with renowned lead singer of RubberBand, No.6, and his lyricist wife, Tim Lui, to introduce its first major branding campaign titled "Theory of Love" to coincide with Valentine's Day this year. The campaign promoted a series of lover-oriented jewellery and services for couples to celebrate their important moments and commemorate their everlasting love, including the flagship SINÄ MINÄ couple ring series.

The campaign comprised four episodes of the couple's love journey in a storytelling approach, which spans over 23 years and counting. The celebrity couple described what "love" means to them and the philosophy behind their long-lasting relationship, showcasing their own "theory of love" to the outside world. The campaign aimed to generate resonance among younger generations by collaborating with celebrities and to promote the brand on social media platforms such as Facebook, Instagram and YouTube.

SINÄ MINÄ is the latest signature collection presented by DUO by TSL. Its iconic double-ring design represents a perfect union, with the two intertwining rings symbolizing the lifelong pledge to be together, always.

DUO by TSL also leveraged on the popularity of the campaign to attract customers to visit its booth in the wedding expo, providing VIP privileges to customers who have registered through the social media of TSL Jewellery during the "Theory of Love" campaign, as well as offering limited-time offers to the promoted products, further boosting the conversion rate from the online marketing campaign.



*SINÄ MINÄ collection represents the perfect union of you and your loved one; two rings intertwined with one another symbolizing the pledge to never be separated*  
SINÄ MINÄ 系列的獨特內外圈設計理念，外圈象徵自己，內圈象徵伴侶，你中有我，我中有你，如影隨形，圓滿彼此

## 愛意瀰漫四周：

## DUO by TSL 呈獻「相愛論」品牌推廣活動

每對情侶之間的浪漫愛情均譜寫出一段獨有的愛情故事。為表達DUO by TSL的品牌理念「We Do」，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)與著名歌手RubberBand主唱「6號」及其妻子兼填詞人呂鈺合作，於今年情人節推出首個大型品牌推廣活動「相愛論」，透過活動宣傳一系列情侶專屬的珠寶產品和服務，包括旗艦產品SINÄ MINÄ對戒系列，以慶祝重要的時刻和紀念永恆的愛情。

活動以故事形式分成四集短片，敘述兩人超過23年的愛情經歷。兩人描述了「愛」對他們的意義以及他們恆久關係背後的哲學，向外界展現兩人的「相愛論」。活動分別於Facebook、Instagram和YouTube等社交媒體平台上宣傳，希望透過與名人合作以在年輕一輩中引起共鳴，從而推廣品牌。

DUO by TSL最新推出的焦點產品SINÄ MINÄ對戒系列，象徵愛侶二人由相遇到相擁，直至融入彼此的懷抱，內外兩圈合二為一，印證圓滿。

DUO by TSL亦藉著活動的人氣吸引顧客到訪品牌之婚展展銷攤位，於「相愛論」活動期間向透過謝瑞麟珠寶社交媒體登記的顧客提供VIP禮遇，並為推廣產品提供限時優惠，進一步提升網上營銷活動的轉換率。

## Operational Focus

**28** new stores opened from Jan to Mar 2023  
家分店於2023年1月至3月期間開設

The Group has presence in 118 cities in Mainland China  
集團於中國內地的銷售網絡遍佈118個城市

## Store network coverage 集團銷售網絡覆蓋

	No. of stores 店舖數目 (As of 31 Mar 2023 截至2023年3月31日)
Mainland China 中國內地	471
Self-operated 自營店	172
Franchised 加盟店	299
Hong Kong & Macau 香港及澳門	28
Malaysia 馬來西亞	7
Japan 日本	1
<b>Total 總數</b>	<b>507</b>

## Sustainable Development

### Constant Improvement: Wins the Outstanding QTS Merchant Service Staff Award

TSL Jewellery shows that it cares for its customers by offering the most genuine and distinguished service and experience. The Group's service excellence was recognized by winning the Outstanding Quality Tourism Services ("QTS") Merchant Service Staff Award from the Quality Tourism Services Association in February 2023. The Group has also been an accredited merchant of the Quality Tourism Services Scheme for more than 20 consecutive years.

Thanks to the dedication of its staff, the Group is no stranger to industry recognition. An establishment is required to pass stringent annual assessments and demonstrate outstanding service quality in order to be accredited. These prestigious awards and acknowledgement of the Group's achievements in the retail industry are a testament to the premium service provided by the Group and its frontline staff.

As the Group unwaveringly pursues improvements in service quality, it provides different professional training to the staff, including workshops on knowledge of jadeite products and diamond grading, to keep staff abreast of the market trend while deepening their professional knowledge across all of the Group's product lines.

### 精益求精：榮獲傑出優質商戶員工服務獎

謝瑞麟珠寶一向以最真誠、卓越的服務和購物體驗向客戶表達關懷。集團於2023年2月榮獲由優質旅遊服務協會所頒發的傑出優質商戶員工服務獎，並已經連續逾20年獲得「優質旅遊服務」計劃認證。

集團多次獲得行業的肯定全賴於員工的付出。獲得認證的商戶每年須通過嚴謹的評審及展現出優質的服務水平。這些殊榮印證了集團在零售業界的成就，對集團及前線員工的優質服務作出認可。

集團堅持追求提升服務水平，為員工提供不同的專業培訓，包括翡翠產品知識和鑽石鑑定的工作坊等，讓員工在掌握市場趨勢的同時，亦加深對集團各產品系列的專業知識。



QTS Annual Awards Presentation 2023  
優質旅遊服務協會年度頒獎典禮2023

## Frequently Asked Questions

### Q1: How did the Group prepare for the border reopening between Hong Kong and Mainland China?

A1: The Group is encouraged by the border reopening between Hong Kong and Mainland China. Marketing campaigns and promotions have been launched to capture the business opportunities brought by the border reopening, including cooperating with electronic payment platforms, hotels and shopping malls to offer shopping privileges to tourists from Mainland China. The Group is also participating in the "Hong Kong Goodies" Campaign organized by the Hong Kong Tourism Board to provide exclusive discount for inbound travelers.

### Q2: How does the Group expect the sales performance after the new round of electronic consumption voucher disbursement to be?

A2: The Hong Kong government announced a new round of electronic consumption vouchers to be disbursed in two stages, in April and July 2023. The Group welcomed the policy, which will help to stimulate the local economy and retail industry, speeding up the market recovery. Nevertheless, the impact of the electronic consumption vouchers is expected to be reduced as the amount has been decreased from HK\$10,000 to HK\$5,000. Notwithstanding, the Group will actively plan and launch promotional campaigns to further boost sales.

### 問1：集團如何迎接中港兩地通關？

答1：集團對香港與中國內地通關表示歡迎，亦相應推出市場推廣及折扣優惠以把握通關所帶來的商機，包括與電子支付平台、酒店和商場合作，為來自中國內地的遊客提供購物禮遇。集團亦參與由香港旅遊發展局舉辦的「香港有禮」活動，為入境旅客提供專屬折扣。

### 問2：集團預期新一輪電子消費券發放後的銷售表現如何？

答2：香港政府宣布新一輪電子消費券將於2023年4月及7月分兩期發放，集團對再度發放消費券表示支持，相信能有助刺激本地經濟及零售業，促進市場復甦。然而，因為電子消費券的金額從港幣10,000元減少至港幣5,000元，預期其效益將會減少。儘管如此，集團仍將積極策劃及推出市場推廣活動，以進一步推動銷售表現。

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

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