

# Investor Snapshot

Stock Code: 417

## Corporate News

### The Expressions of Love Shine Through the International Market

Tse Sui Luen Jewellery (International) Limited ("TSL Jewellery" or the "Company", together with its subsidiaries the "Group", HKSE stock code: 417) presented to the Malaysia market a breathtaking display of endless and everlasting love through an exhibition titled TSL The Expressions of Love in Pavilion, Kuala Lumpur on 8 August 2019. The event kicked off with a spectacular display of TSL jewellery by models dressed in local designer YULEZA's collection, followed by Mrs. Annie Tse, Chairman and Chief Executive Officer of the Group's riveting violin performance accompanied by an orchestra led by renowned Hong Kong music composer Alan Cheung. The highly anticipated celebrity Cheung Chi-lam then joined the performance with a lively performance of two of his well-known hits to create a romantic atmosphere, demonstrating the Group's passion for love, jewellery and music.

On the same day after the event, a special in-store workshop called The Art of TSL – Discover the Exquisite TSL Craftsmanship was organised in the Pavilion store to demonstrate the making of the TSL Eternity ring from The Signature Collection, highlighting the brand's excellence in the Pavé Diamond setting. The workshop also took place in TSL Jewellery's Penang store in Gurney Plaza on 9 August in form of a private party to further introduce the Malaysian customers to its trendsetting craftsmanship.

### Refining Store Network in Hong Kong

Continuing its store-for-store strategy, the Group is pleased to announce the opening of two new stores in Mirador Mansion, Tsim Sha Tsui and V Walk, Southwest Kowloon, as well as an outlet in Citygate, Tung Chung. To provide the best shopping experience, the stores were elaborately decorated and the

staff was given comprehensive training to cater for the needs of both local and tourist customers.



Mrs. Annie Tse presented a riveting violin performance at the TSL The Expressions of Love event

謝邱安儀女士於TSL The Expressions of Love活動中呈獻扣人心弦的小提琴演出



Mr. Cheung Chi-lam (right) joined The Art of TSL – Discover the Exquisite TSL Craftsmanship workshop to admire the fine Pavé Diamond setting

張智霖先生(右)參與了The Art of TSL – Discover the Exquisite TSL Craftsmanship工藝示範專場，親身體驗高超密鑲式(Pavé)鑽石鑲嵌技術

### The Expressions of Love 閃耀國際市場

Tse Sui Luen Jewellery (International) Limited 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2019年8月8日假吉隆坡Pavilion商場舉辦名為TSL The Expressions of Love活動，為馬來西亞呈獻了一場令人歎為觀止的展覽，傳揚永恆真愛。活動以閃亮的時裝表演揭開序幕，模特兒穿戴品牌閃耀奪目的首飾，配搭大馬本土設計的YULEZA瑰麗晚裝系列，盡顯貴氣優雅。在香港著名作曲家張家誠領導的管弦樂隊伴奏下，集團主席及行政總裁謝邱安儀女士為在場嘉賓獻上扣人心弦的小提琴演出，並迎來名人嘉賓張智霖為來賓獻唱兩首經典名曲，為會場營造浪漫氣氛，充分展現集團在追求愛情、珠寶和音樂方面的無比熱誠。

活動後集團同日於Pavilion分店內呈獻了一場The Art of TSL – Discover the Exquisite TSL Craftsmanship工藝示範專場，現場示範The Signature Collection星願指環的高超密鑲式(Pavé)鑽石鑲嵌技術，教人歎為觀止。此工藝示範專場亦於8月9日以私人派對形式假檳城 Gurney Plaza 分店舉行，進一步向馬來西亞客戶推廣其「非凡工藝 潮流演繹」定位。

### 優化香港店舖網絡

集團秉承其「舖換舖」策略，分別於尖沙咀美麗都大廈及九龍西V Walk開設一間新店，並於東涌東薈城開設特賣場。為給顧客帶來最佳購物體驗，新開張店舖均以精心設計裝潢，店員亦經悉心培訓，以應對本地客及旅客的不同需求。



The event took place in Pavilion, Kuala Lumpur with attendance of privileged guests

活動假吉隆坡 Pavilion 商場舉行，獲多位尊貴嘉賓出席

## Operational Focus

**27** new stores opened from July to September 2019  
家分店於2019年7月至9月期間開設

The Group has presence in 135 cities in Mainland China  
集團於中國內地的銷售網絡遍佈 135 個城市

### Store network coverage 集團銷售網絡覆蓋

| Location<br>地點             | No. of stores<br>店舖數目<br>(As of 30 September 2019<br>截至2019年9月30日) |
|----------------------------|--|
| Mainland China 中國內地        | 448  |
| Self-operated 自營店          | 202  |
| Franchised 加盟店             | 246  |
| Hong Kong & Macau<br>香港及澳門 | 34   |
| Malaysia 馬來西亞              | 6  |
| Japan 日本                   | 1  |
| <b>Total 總數</b>            | <b>489</b>   |

## Sustainable Development

### Staff Development

The Group sees its staff as a valued asset and carefully guides their development. It nurtures employees with a wide variety of customised training programmes and ample development opportunities to extend their knowledge and skills for performing work duties, so that they can advance in their careers.

To serve the training needs for business development and day-to-day operations, a series of employee training programmes has been organised, including a Mobile Learning Platform and a Certified Business Trainer Project, as well as training specifically provided for frontline staff, focusing on operation, products, and people. With their outstanding performance, 14 employees of the Group were selected by mystery shoppers as the finalists of the 2019 Service and Courtesy Award presented by the Hong Kong Retail Management Association. They were also selected as Retail Ambassadors to promote the retail industry to the public. The appointment ceremony as well as announcement of the Award's results will take place in December.

In order to present a unified brand image to customers across the Group's retail branch network, a course on TSL corporate culture has been launched in Mainland China, so that

the team there could become familiar with the Group's brand history, mission, vision and core values. Over 300 employees have taken the course.

### Preserving the Environment

Apart from nurturing its people, the Group also shows its dedication to protecting the environment and energy reduction by participating in the Charter on External Lighting, an initiative organised by Environmental Bureau of HKSAR Government to reduce billboard lighting of some of the retail shops in Hong Kong. The Group's Hong Kong headquarters was granted the Platinum Award and several retail shops were given the Gold Award by the Charter.



The Group prides itself on being a responsible corporate citizen and won various prizes over the years

集團對作為負責任的企業公民引以為傲，多年來屢獲殊榮

### 員工發展

集團一向視員工為重要資產，致力協助他們發展。集團為員工提供不同種類的定制培訓計劃及充分發展機會，從而提升他們的工作知識及技能，協助他們執行職務和在事業上更上一層樓。

為滿足業務發展及日常營運的培訓需要，集團為員工舉辦一系列培訓計劃，當中包括「流動學習平台及認可業務導師計劃」及為前線員工提供針對營運、產品及個人的培訓。憑藉員工的傑出表現，集團今年有14位同事經神秘顧客評審後成功入圍香港零售管理協會舉辦的2019年傑出服務獎，更獲大會委任為「零售大使」，肩負起向市民大眾宣傳零售業的使命。委任典禮將在12月舉行，屆時亦會公佈得獎結果。

為統一集團於全球零售網絡的顧客品牌形象，集團於中國內地推出了關於集團企業文化的培訓課程，讓員工了解品牌的歷史、使命、願景及核心價值。超過300位員工參加了課程，獲益良多。

### 保護環境

除了培育人才，集團亦致力於環境保護及節省能源。集團參與了香港特別行政區政府環境局舉辦的《戶外燈光約章》，減少部分香港零售店的廣告招牌燈光。集團的香港總部獲頒「鉑金獎」，而部份零售店則獲頒「金獎」。

## Frequently Asked Questions

Q: Some property developers have announced to reduce rent temporarily. Does the Group expect more property developers to follow?

近日有地產發展商提出暫時性減租，集團認為未來會否有其他業主跟隨？

As Hong Kong's retail sales showed the steepest year-on-year decline for a single month on record in August this year, the Group believes the weak consumer sentiment and tough retail climate will continue in the near term; and more developers will tide over difficult times together offering reduced rent temporarily. The Group will continue to negotiate with landlords for rental relief.

Q: Does the Group have any cost saving measures in handling the challenging market situation?

面對經營環境困難，集團有何節省成本措施應對？

The Group has imposed cost saving measures and applied more proactive operating tactics in the past few months. The Group is still negotiating with landlords for rental relief. Apart from the rental control, the Group has managed the general and administration costs at a stable and reasonable level with respect to the business performance. In addition, the Group has formulated plans to lower the inventory level and speed up turnover days with regards to our business performance and adjust the product mix and marketing strategies to stimulate sales. The Group has sufficient cash to meet business needs.

隨著香港零售銷售於今年八月錄得有紀錄以來最大同比單月跌幅，集團相信消費氣氛疲弱及零售市道嚴峻的情況將維持一段時間，而更多發展商亦將提出暫時性減租，與商戶共渡時艱。集團將繼續與業主就減租問題再行商議。

集團於過去數月採取了多項節省成本措施，並應用更為積極的營運策略。集團目前正就減租與業主進行磋商。除了控制租金成本，集團亦根據其業務表現，維持一般及管理開支於穩定及合理水平。此外，集團根據業務表現部署降低庫存水平及加快周轉天數，並調整產品組合和營銷策略以刺激銷量。現時集團的財政穩健，有充足的現金流應付業務需要。

Investor contact: [ir@tslj.com](mailto:ir@tslj.com)

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

Disclaimer: This report was prepared by Tse Sui Luen Jewellery (International) Limited ("TSL Jewellery" or the "Company", together with its subsidiaries the "Group") (incorporated in Bermuda with limited liability) for reference and general information purposes only. It is not intended to be a recommendation with respect to any investment decisions and should not be construed as an offer to transact any securities, or solicitation of an offer to transact any securities. The information contained in this newsletter has been prepared using the information available to the Company at the time of preparation. No representation or warranty (express or implied) is given as to the accuracy or completeness of the information herein.