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Corporate News

National Golden Week Promotions Hit the Mark

E-commerce plays an essential role in the development of Chinese economy. In 2020 so far, online retail sales have gained strong momentum. According to the data from the National Bureau of Statistics, Mainland China's total online retail sales in the first half of 2020 have reached RMB5,150 billion. This represents a 7.3% increase year-on-year. To capitalize on the e-commerce growth, Tse Sui Luen Jewellery (International) Limited ("TSL Jewellery" or "the Company", together with its subsidiaries the "Group") has strengthened its collaborations with e-commerce platforms. In addition to Tmall, Vip.com and JD.com, TSL Jewellery has collaborated with China Merchants Bank for a new online flagship store. The new flagship store offers over 100 intricate products and provides an interest-free installment payment method, allowing customers to have more flexibility in their purchases. Live streaming function was also launched on the e-commerce platforms to introduce promotional products and allow customer interactions which received positive feedback.

To capture the business opportunities during National Golden Week, the Group launched a series of limited promotions to boost online sale performance on selected e-commerce platforms. With the targeted promotion, the online sales performance during the National Golden Week was satisfactory and recorded an encouraging growth compared to the same period last year.

In the future, the Group will continue to allocate more resources to e-business development and explore additional opportunities in e-commercial collaboration. It will continue to adhere to its brand of "Trendsetting Craftsmanship", while providing exceptional customer service. With its solid foundation and brand presence, the Group is confident that it will continue to thrive in the long run.

國慶黃金周推廣達成目標

電子商貿在中國的經濟發展中擔當重要角色。2020年至今，網上購物的增長勢頭強勁。根據國家統計局數據，內地上半年全國網上零售額達5萬1千5百億元人民幣，按年增長7.3%。為了抓緊電子商貿的機遇，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」)一直致力加強與各電子商貿平台的合作。除了天貓、唯品會及京東外，謝瑞麟珠寶最近與招商銀行展開合作，於該銀行的網上平台成立旗艦店。新旗艦店提供過百款精緻產品，並為顧客提供免息分期付款，讓顧客購物時更具靈活性。同時，為增強與顧客互動，集團亦會同步配合在各大電子商貿平台進行網上直播宣傳推廣產品，反應良好。

為迎接國慶黃金周的蓬勃商機，集團於特定的電子商貿平台推出連串限時優惠，以促進網上銷售。憑藉準確到位的推廣，集團於國慶黃金周期間的網上銷售表現令人滿意，較去年同期錄得不俗的增長。

未來，集團將繼續投放更多資源開發電子商貿業務，同時探索與更多電子商貿平台合作的機會。集團會持續秉承「非凡工藝、潮流演繹」的品牌定位為顧客提供卓越的客戶服務。通過紮實的基礎及品牌知名度，集團有信心能推動業務長足發展。



The online sales performance during the National Golden Week was satisfactory.

集團於國慶黃金周期間的網上銷售表現令人滿意。

Operational Focus

14

new stores opened from July to September 2020
家分店於2020年7月至9月間開設

The Group has presence in 134 cities in Mainland China
集團於中國內地的銷售網絡遍佈134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 30 Sep 2020 截至2020年9月30日)	
Mainland China 中國內地 Self-operated 自營店 Franchised 加盟店	182 271	453
Hong Kong & Macau 香港及澳門		31
Malaysia 馬來西亞		6
Japan 日本		1
Total 總數		491

Sustainable Development



The 12 Treasures - TSL's uncompromising dedication to perfection in jewellery making and craftsmanship truly brings these amazing designs to life in a chic, modern collection of spellbinding enchantment.

12靈瓏系列 · 來自 TSL | 謝瑞麟的細緻設計和對工藝的堅持 · 令設計活靈活現 · 美態淋漓盡展。

Safeguard Supply Chain and Product Excellence for Long-Term Success

Ethical supplies and quality products are crucial in the Group's long-term development and success. The Group has requested its suppliers to integrate sustainable and responsible practices in their business operations. In the procurement of diamonds for example, it adheres to the international industry code of practice. The Group only sources diamonds from ethical suppliers, who comply with the Kimberley Process Certification Scheme. The diamonds are

purchased from legitimate sources that are conflict free and in compliance with the United Nations resolutions. A clear procurement guideline has been established to ensure tenders are selected fairly. Only suppliers that have met the Group's quality requirements and comply with all applicable laws and regulations are selected and added onto the supplier list.

The Group has also implemented measures to audit finished goods and vendor performance. Product quality must meet industry standards, including the relevant laws in its operating regions. All products must carry an essential information label including product origin and quality accreditation to ensure product excellence. Vendor performance is evaluated based on four criteria: performance management, communication, performance benchmarking, and accountability. This process guarantees that the products and vendors maintain their standards.

維持供應鏈及產品的卓越性 建立長遠佳績

集團深信符合商業道德的供應及優質的產品是驅使企業長遠發展的重要元素。集團要求供應商於營運中履行可持續發展的責任。以鑽石採購為例，集團遵守國際行業操作守則，只從合乎道德並遵從金伯利進程發證計劃的供應商採購鑽石；鑽石亦必須來自合法來源、不涉及衝突，亦符合聯合國決議。集團已制訂清晰的採購指引，確保公平地選擇投標者。供應商須符合集團的質量要求及遵從所有適用法例法規，方可列入集團的供應商名單。

集團亦實施了監測完成品及供應商的績效表現的制度。所有產品必須符合行業標準，包括符合營運地區的相關法律；所有產品標籤均附有必要資料，包括產品來源地和質量認證等，以確保產品的質素。集團會根據績效管理、溝通、績效基準化及問責性來評估供應商，保證產品及供應商維持最高標準。

Frequently Asked Questions

Q1: How does the Group boost the O2O sales performance?

A1: The Group is striving to create a seamless online and offline shopping experience. It has established a "WeChat Work" platform which allows sales staff to provide a more personal after-sales service and encourage repeat business. The platform is also used to share the Group's latest promotion.

The Group is planning to launch an online customization service later this year. Customers will be able to personalize the jewellery pieces they have selected and arrange for the products to be delivered any time.

Q2: Festive season is coming. What is the Group's expectation for the performance on "Double 11" and Christmas?

A2: Since 2015, the Group has participated in the "Double 11" shopping festival and has seen consistent growth every year. According to the "Global Consumer Insights Survey 2020 China Report" by PwC, the luxury market in Mainland China may see stronger sales and demand in the remainder of 2020 compared to the rest of the world. The Group's total gross merchandise volume across various e-commerce platforms is expected to register a favourable growth during the upcoming festive season based on the consumption sentiment in Mainland China and the Group's product and customer experience strategy.

問1: 集團如何促進線上線下之銷售表現?

答1: 集團一直致力建立無縫的線上線下購物體驗，並已啟用「企業微信」，讓銷售部團隊能透過該平台提供一對一的售後服務，從而鼓勵顧客重複性消費。同時，集團積極利用該平台對外發佈集團最新推廣資訊。

集團正計劃今年稍後時間推行網上訂製服務，讓顧客挑選和訂製個人專屬的鑽飾，以及隨時安排送貨服務。

問2: 銷售旺季將至，集團對於「雙十一」及聖誕節的銷售表現有甚麼期望?

答2: 集團自2015年起一直踴躍參與「雙十一」購物節，並按年錄得穩定的銷售增長。根據普華永道的《復蘇、重啟和重拾增長：消費者趨勢引領中國新零售轉型》報告，在2020年餘下時間，內地奢侈品的銷售以及對行業的需求相對其他國家地區增長或較強勁。集團預計，由於內地銷售旺季帶動消費氣氛，配合集團的產品及客戶體驗策略，各大電商平台的總銷量將取得亮麗增長。

Investor relations contact: ir@tslj.com

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

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