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Corporate News

Steadily Onwards for Take-off at the Opportune Time

Tse Sui Luen Jewellery (International) Limited ("TSL Jewellery" or the "Company", together with its subsidiaries, the "Group", HKSE stock code: 417), announced its annual results for the year ended 31 March 2022 (the "Year"). The turnover of the Group for the Year increased by 4.5% to HK\$2,767.8 million. The profit attributable to owners of the Company for the Year was HK\$15.5 million, as compared to the loss attributable to owners of HK\$44.0 million for FY2020/21.

Driven by the reviving economy and improving consumer sentiment, the Group's business has gradually recovered during the first three quarters of the Year. The Group recorded an increase in the turnover of the Hong Kong and Macau businesses. However, the retail sales in Hong Kong have sharply plunged since the outbreak of the fifth wave of pandemic. Despite the recovered Mainland China economy during the first three quarters of the Year, a slight year-on-year decrease in the turnover of the self-operated stores in Mainland China was still recorded due to the local flare-ups in some domestic regions in the fourth quarter.

The Group's E-Business has an impressive high double-digit growth in turnover during the Year with improved sales attributable to the enhanced product assortments and seasonal promotions. The Group will keep upgrading its digital platforms and strengthening the collaboration with online marketplaces in order to capture more online sales and provide exceptional shopping experience.

The outlook for the global and local economies is still uncertain. "In the future, the Group will keep adopting prudent cost-effective measures, maintaining healthy inventory level, optimizing both retail stores and e-channels network, and fine-tuning our business strategies in a farsighted and judicious manner in this challenging time," said Mrs. Annie Tse, Chairman and Chief Executive Officer of the Group.



(From left) Mrs. Annie Tse, Chairman and CEO of the Group and Ms. Estella Ng, Deputy Chairman, Chief Strategy Officer and CFO of the Group
(左起) 集團主席及行政總裁謝邱安儀女士及集團副主席、首席策略暨財務官伍綺琴女士

穩中前行 待機而發

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)早前宣佈其截至2022年3月31日止年度(「本年度」)之全年業績。集團本年度營業額同比上升4.5%至港幣2,767,800,000元。本年度本公司擁有人應佔盈利為港幣15,500,000元,對比2020/21財年本公司擁有人應佔虧損為港幣44,000,000元。

在經濟復甦及消費意欲上升的推動下,集團業務於本年度首三季度逐漸恢復。集團在香港及澳門零售業務的營業額均錄得增長。然而,自第五波疫情爆發以來,香港的零售銷售額急劇下降。縱使中國內地經濟於本年度首三個季度有所復甦,但由於國內部分地區的疫情於第四季度出現零星本地疫情爆發,集團中國內地自營店的營業額按年錄得輕微跌幅。

本年度,集團電子商貿業務營業額錄得高兩位數增長,歸功於產品種類的優化和季節性促銷。集團將繼續提升其數碼化平台,並加強與電商平台的合作,以取得更多網上銷售及為客戶提供非凡購物體驗。

有鑒於全球及本地經濟前景仍充滿不確定性,集團主席及行政總裁謝邱安儀女士表示:「未來,集團將繼續採取謹慎的成本效益措施,保持健康庫存水平,優化實體店和電子銷售渠道的網絡,並在此充滿挑戰的時刻以長遠和審慎的方式調整我們的業務策略。」

Operational Focus

20 new stores opened from Apr to Jun 2022
家分店於2022年4月至6月期間開設

The Group has presence in 119 cities in Mainland China
集團於中國內地的銷售網絡遍佈119個城市

Store network coverage 集團銷售網絡覆蓋

	No. of stores 店舖數目 (As of 30 Jun 2022 截至2022年6月30日)
Mainland China 中國內地	469
Self-operated 自營店	183
Franchised 加盟店	286
Hong Kong & Macau 香港及澳門	27
Malaysia 馬來西亞	6
Japan 日本	1
Total 總數	503

Sustainable Development

Caring for Our People Keen Emphasis on Physical and Mental Health

Although the recent operating environment has been challenging due to the resurgence of the COVID-19 pandemic, the Group managed to stand its ground and improve its sales performance, thanks to our devoted staff members who have been accompanying the Group through difficult times.

The Group always believes employees is its most valuable asset, so the physical and mental health of employees, as well as their work-life balance are the Group's top priority. Various recreational and sports activities have been arranged for employees to participate in, including free yoga courses and night jogging courses, aiming to maintain the physical and mental health of employees, and develop their individuality in the process.

It has been a tradition for the Group to arrange employee gatherings and giveaways during festive seasons to celebrate with its employees. The Group has also organized company banquets in June to express its appreciation and gratitude to employees, along with the presentation of long service awards to recognize employees' valuable contribution.

In the future, the Group will continue to strengthen employee relations, and focus on the personal development of the staff, as well as organize various recreational and team building activities in order to create a caring and harmonious working environment.

為我們的員工獻上關懷 重視身心健康

疫情持續反覆，經營環境充滿挑戰，集團能夠屹立不倒，實有賴員工們的不懈支持，陪伴集團渡過困難時期，帶動銷售表現逐步改善。

集團一直視員工為寶貴資產，因此集團極為重視員工的身心健康和工作的平衡。集團為員工安排各種康體活動，包括免費瑜珈課程和夜跑課程等，旨在保持員工身心健康，並在過程中發展他們的個人特質。

集團一直以來都會與員工一同慶祝不同節日，並會舉行聚會和派發小禮物。集團於6月份舉辦了公司聚餐以表達對各員工的謝意及讚揚，並於宴會上頒發長期服務獎，對員工們的竭誠奉獻作出認可。

未來，集團將繼續加強員工關係，聚焦員工的個人發展，並繼續舉辦各種康體及團隊建設活動，以營造一個關愛、和睦的工作環境。



The Group hosted banquets in June to express its gratitude to staff
集團於六月份舉行聚餐以表達對員工的感謝

Frequently Asked Questions

Q1: How did the Group perform after the disbursement of the first batch of electronic consumption vouchers and the relaxation of anti-pandemic measures?

A1: After having been affected by the fifth wave of the pandemic, the dispatch of the first batch of electronic consumption vouchers has stimulated consumer sentiment. The increased value of the consumption voucher and the relaxation of anti-pandemic measures have also effectively boosted the foot traffic and sales performance of the Group. The Group achieved consecutive year-on-year growth on the sales of Hong Kong between April and June.

Q2: What is the Group's expected sales performance during the upcoming summer holiday, as the second batch of consumption vouchers will be disbursed in August?

A2: Due to strict quarantine requirements for inbound visitors and the uncertainty about border-reopening arrangement, the number of tourists is expected to remain low. However, the Group believes that the relaxed social distancing measures and the disbursement of second batch of consumption vouchers will help to boost local consumption. The Group is arranging to provide two new payment methods to bring ease to customers. Marketing campaigns will also be launched to capture the business opportunities brought by the Consumption Voucher Scheme.

問1: 首批電子消費券發放及防疫措施放寬後，集團業務表現如何？

答1: 在第五波疫情爆發後，首批電子消費券的發放有助刺激消費氣氛。加上消費券面額增加及防疫措施的放寬亦有助於進一步提升集團的客流量及銷售表現。在4至6月期間，香港零售店舖的銷售額錄得連續同比增幅。

問2: 第二批消費券將在八月份發放，集團預計在即將來臨的暑假期間的銷售表現如何？

答2: 由於目前入境旅客的檢疫要求仍然嚴格，加上相關的安排仍充滿不確定性，預計旅客人數仍將保持低水平。然而，集團相信放寬社交距離措施及發放第二批電子消費券將有助提振本地消費。集團正安排提供更多支付方式，為顧客帶來便利。集團亦會推出相應的市場推廣活動，以把握消費券計劃所帶來的商機。

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

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