



**TSE SUI LUEN JEWELLERY (INTERNATIONAL) LIMITED**  
**Announces 2010/11 Annual Results**

\* \* \*

Profit Attributable to Equity Holders Surged 45% to HK\$176.1 million

**Financial Highlights**

<i>For the year ended 28 February</i>	<b>2011 HK\$ Mil</b>	2010 HK\$ Mil	Change
Turnover	<b>2,518</b>	2,018	+25%
Gross profit	<b>1,293</b>	1,065	+21%
Profit attributable to equity holders	<b>176.1</b>	121.7	+45%
Basic earnings per share (HK cents)	<b>84</b>	58	+45%
Total dividend per share (HK cents)	<b>14.7</b>	10	+47%
- Interim dividend per share (HK cents)	<b>2.7</b>	2	+35%
- Final dividend per share (HK cents)	<b>12</b>	8	+50%

(31 May 2011 – Hong Kong) – Tse Sui Luen Jewellery (International) Limited (“TSL Jewellery” or the “Group”, HKSE stock code: 417), one of the largest scale jewellery chains in Asia, today announces its annual results for the year ended 28 February 2011.

During the year under review, the Group’s turnover increased by approximately 25% from HK\$2,018 million to HK\$2,518 million. Profit attributable to equity holders increased by approximately 45% to HK\$176.1 million. Earnings per share amounted to HK84 cents, up from HK58 cents in the corresponding period last year. The improvement in the Group’s results was mainly attributable to the growth of turnover in all major business units and the write back of overprovision for settled tax disputes. The Board of Directors proposed to declare HK12 cents as the final dividend, together with the interim dividend of HK2.7 cents per share, total dividend per share will be HK14.7 cents for the year under review.

- Cont’d -

Commenting on the full year results of the financial year 2010/11, Mrs. Annie Yau Tse, Chairman and Chief Executive Officer of the Group, commented, "The second half saw continued momentum in the retail market in Hong Kong on the back of steady recovery in overall consumption sentiment. Riding on this market upturn, we were able to achieve satisfactory results and have successfully expanded our retail network by adding three retail outlets in Hong Kong and Macau, one in Malaysia and 22 in Mainland."

Benefiting from the strong demand from tourists from Mainland China, sales in Hong Kong and Macau posted a 33% growth as compared with the financial year ended 28 February 2010. Sales in the Mainland China market grew by 16% from last year.

Under the favorable market conditions, the Group's expansion plan is well on track. During the financial year, the Group opened three new stores in Mongkok and Causeway Bay of Hong Kong, and in Avenida de Almeida Riberio of downtown Macau, bringing the total number of stores in Hong Kong and Macau to 24 as at 28 February 2011. On the Mainland China front, a total of 22 stores were opened during the year. Despite the increasingly keen competition in the market as many luxury retail businesses have focused development in Mainland China in recent years, the Group has continued to devote resources in this rapidly growing market to solidify its position. As at 28 February 2011, the Group has a total of 168 stores under the brand name "TSL" and 23 stores under the brand name "Saxx" in Mainland China.

As a market leader in the jewellery business, the Group has received wide recognition in the industry. During the year, the Group gained The Service & Courtesy Awards accredited by the Hong Kong Retail Management Association. It was record-breaking for our Hong Kong Retail Operations Team to win four awards in the year, two of which were of the highest honor. These recognitions are indicative of the Group's dedication in creating an enjoyable shopping experience for its customers.

*- Cont'd -*

Looking ahead, Mrs. Annie Yau Tse commented, "In light of the continued economic growth momentum witnessed in the financial year, we remain optimistic about the market prospects of Hong Kong and Macau as well as Mainland China. In order to capture the market opportunities, we will continue to proactively implement our expansion plan across all of our markets with a plan to open around 30 stores in the PRC and 2 to 3 stores in Hong Kong and Macau in the 2011/2012 financial year. We will adhere to our network expansion plan and seek further business opportunities to stimulate growth.

"With respect to product offerings, we will continue to grow our China business by expanding the 24-karat pure gold inventory especially in the South China region, which we started in the previous financial year. We will also continue to invest in brand-building and team development, strive for higher efficiency and return on investment by rigorously reviewing our retail sales network and store profiles. With our innovative business strategies, trend-setting craftsmanship, value added services and customer-centric approach in retail sales, we are committed to further strengthening our market position in Hong Kong as well as to seek future sustainable growth drivers in the Mainland China market, while creating better returns for our shareholders."

*- End -*