



**Tse Sui Luen Jewellery (International) Limited
Announces Interim Results 2013/14**

Net profit up lifts 55.1% to HK\$47.6 million driven by strong sales of 24-karat gold and careful monitoring of margins

Financial Highlights

<i>For the six months ended 31 Aug</i>	2013 HK\$ Mil (Unaudited)	2012 HK\$ Mil (Unaudited)	Change
Turnover	2,129	1,659	+28.3%
Gross profit	917	786	+16.7%
Profit attributable to owners of the Company	47.6	30.7	+55.1%
Basic earnings per share (HK cents)	23	15	+55.1%
Interim dividend per share (HK cents)	2.2	1	+120%

(30 October 2013, Hong Kong) Tse Sui Luen Jewellery (International) Limited (“TSL Jewellery”, the “Company” or the “Group”, HKSE stock code: 417) one of the largest jewellery chains in Asia, today announces its interim results for the six months ended 31 August 2013.

For the first half of the 2013/2014 financial year, the Group’s turnover increased by 28.3% from HK\$1,659 million to HK\$2,129 million, mainly due to rapid growth in the sales of 24-karat gold and more moderate growth in the sales of jewellery products during the period under review. Profit attributable to owners of the Company posted a strong growth of 55.1% from HK\$30.7 million to HK\$47.6 million, mainly due to the growth in sales and the Group’s careful monitoring of margins. Earnings per share were 23 HK cents per share, as compared to 15 HK cents per share in the last corresponding period. The Board of Directors declared an interim dividend of 2.2 HK cents per share for the period under review.

Commenting on the interim results 2013/14, Mrs. Annie Yau Tse, Chairman and Chief Executive Officer of the Group said, “The encouraging sales growth in Hong Kong and Macau was substantially the result of the buying spree for 24-karat gold that followed the sudden drop in gold price in April 2013, as well as our enhanced brand image brought about by the Group’s brand building program. In terms of profitability, with our careful monitoring and management of our gross profit margins, coupled with the increased volume of business during the period, we are glad to see a satisfactory growth in our overall gross profit.”

Although the demand for higher-priced gifting items was weaker during the period, the Group's result was compensated for by the growth in sales of jewellery for end-use. As a result, sales in Hong Kong and Macau in the period under review increased by 41% and accounted for 69.4% of the Group's turnover.

As at 31 August 2013, the Group opened two new stores in Hong Kong and Macau. In the Mainland, the Group has reviewed and strengthened its store network and product assortment in key cities like Beijing. There has been a net increase of 10 outlets and the total number of outlets of the Group has been increased to 219.

Moreover, the Group has given more focus on the development of products for the end-user market following a down turn in the gifting market. The Group is looking into various network expansion opportunities, for better penetration and brand exposure into locations with good potential and where the Group is not yet represented. Meanwhile, it will continue to strengthen store network in Hong Kong with opening of two more new stores in the second half of this financial year.

Quality is the culture of the Group and this is well recognized in the industry. The Group's brand campaign has had the honour to be chosen as one of the Top 10 Marketing Campaigns in the "HKMA/TVB Award for Marketing Excellence" and our Director - Group Marketing also received the "Distinguished Marketing Leadership Award". The Group's showroom has won the "2013 Outstanding QTS Merchant-Gold Award" and "Outstanding QTS Merchant Merit Award" and its staff has also won the "2013 Outstanding QTS Merchant Service Staff Award", by the Hong Kong Tourism Board.

Mrs. Tse added, "The tightening by the Mainland Government of its travel policies for packaged tours coming to Hong Kong has resulted in a slow down occurring in the showroom business starting from the implementation of the Tourism Law on 1 October 2013. However, we believe the policy will not affect quality merchants like us in the long term and we expect that business will become normalized once the industry players adapt to the new policy."

Mrs. Tse concluded, "Going forward, the uncertainty in the world economy and the slow down in economic growth in the Mainland will continue to pose challenges to our business. On the other hand, growing home consumption in the Mainland, albeit at a slower rate than in the past, will continue to provide us with ongoing business opportunities. The Group will continue to take a prudent yet progressive approach in investing in and enhancing its brand, inventory, store network and human resources in order to capitalize its leading position of "Trend-setting Craftsmanship 「非凡工藝 潮流演繹」" to meet this gradual growing market needs."

About TSL Jewellery (HKSE stock code: 417)

TSL Jewellery is currently one of the largest jewellers in Asia, principally engaged in jewellery design, retailing, export and manufacturing. TSL was established in 1971, and was listed on the Hong Kong Stock Exchange in 1987. The Group operates over 200 jewellery boutiques spanning major cities in Asia, including Beijing, Shanghai, Guangzhou, Hong Kong, Macau, Kuala Lumpur and Japan.

For more information on TSL Jewellery, please visit: <http://www.tsj.com> .