



TSL Jewellery Sponsors “Summer Charity Campaigns”
Providing creative learning support to underprivileged children

(1 August 2014 – Hong Kong) **Tse Sui Luen Jewellery (International) Limited**, (“**TSL Jewellery**” or the “Group”, HKSE stock code: 417) one of the largest jewellers in Asia, joins hands with Children Charity Foundation (童夢慈善基金會) to support its “Summer Charity Campaigns” in providing creative learning opportunities for children and youngsters from low-income families, to arouse the community’s concern on underprivileged families and children.

With the theme of “kid’s dream”, participating children and adolescents will demonstrate their creativity during this summer break and decorate the B. Duck figurines provided by the organiser. A workshop will be held on 2-3 August to help participants to unleash their imagination under the guide of a tutor where they will also learn the art of collage and colour matching. All finished artwork will be displayed in public during CNY in 2015.

The kick-off ceremony was held in East Point City in Tseung Kwan O on 29 June 2014. The ceremony was officiated by Mr. Lambert Chan, Deputy Chief Executive Officer – Commercial of TSL Jewellery; Mr. Jackie Tse, Chairman of Children Charity Foundation Ltd; Ms. Karen Mok, a well-known artist as well as representatives from various supporting organisations. The campaign also includes participants’ visits to the Chinese University of Hong Kong and Ocean Park during the summer break and a Monthly Pledge Programme to help support deprived children in their education with details to be announced in September.

Mr. Lambert Chan, Deputy Chief Executive Officer - Commercial said, “We are committed to fulfilling corporate social responsibility and promoting community development at locations where we operate. We are also dedicated to supporting self-

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development of children and youngsters from low-income families in Hong Kong and China, nurturing them as pillars of future. Through the partnership with Children Charity Foundation, we seek to promote widespread opportunities on creative learning, and provide support and assistance to children and families in need."

Children Charity Foundation Ltd (Formerly known as MyBB Charity Foundation) was established on 1 September 2013. With the motto of "Family to Family, Kids Helping Kids", it aims to provide suitable learning environment and more learning opportunities for local children and youngsters of grassroots families through organising various charity events. For more information on the "Summer Charity Campaigns", please visit <http://www.mybbcf.com>.

Photo 1: On behalf of Children Charity Foundation, Ms. Karen Mok presents the certificate of appreciation to Mr. Lambert Chan, Deputy CEO – Commercial of TSL Jewellery.



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Photo 2: Mr. Lambert Chan, TSL Jewellery's Deputy CEO – Commercial and other officiating guests at the kick-off ceremony of the "Summer Charity Campaigns".



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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 Jewellery was established in 1971, and was listed on the Hong Kong Stock Exchange in 1987. The Company operates over 200 jewellery boutiques spanning major cities in Asia, including Beijing, Shanghai, Guangzhou, Hong Kong, Macau, Kuala Lumpur and Tokyo.

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