



Tse Sui Luen Jewellery (International) Limited Proudly Supports UNICEF HK To Launch the “Your Little Their Mickle” Charity Campaign

Aims to Support Water and Sanitation Programme in Rural Areas in China

(9 December 2015, Hong Kong) **Tse Sui Luen Jewellery (International) Limited** (“**TSL Jewellery**” or the “**Company**”, together with its subsidiaries the “**Group**”, HKSE stock code: 417), one of the largest jewellers in Asia, announced the launch of “**Your Little Their Mickle**”, a charity campaign which will last for three years. Money raised will go to UNICEF HK to fully support UNICEF’s Water and Sanitation Programme in rural areas in China.

The launch ceremony was held successfully today and saw the endorsement from the Group’s senior management, including Mr. Tse Sui Luen, the Founder, Mrs. Annie Yau Tse, Chairman and Chief Executive Officer, Mr. Tommy Tse, Deputy Chief Executive Officer – Supplies, Mr. Lambert Chan, Deputy Chief Executive Officer – Commercial and Ms. Estella Ng, Chief Strategy Officer and Chief Financial Officer. They were joined by Ms. Jane Lau, Chief Executive of UNICEF HK and Ms. Charlie Young, Ambassador of UNICEF HK, who also attended the ceremony to show their full support to the campaign.

Mrs. Annie Yau Tse, Chairman and Chief Executive Officer of the Group expressed: “The Group has always been an active player in various charity affairs and supported UNICEF HK through a number of channels. We are committed to making contribution to the community and engaging in corporate social responsibilities. ‘Your Little Their Mickle’ campaign, which is initiated by the Group, aims to improve the living environment and raise awareness on personal hygiene of children in Mainland China by calling in the participation of people in town. Many a little makes a mickle! A little support from everyone could make a difference.”

“Your Little Their Mickle” campaign will last for three years, starting from today till the end of 2018. Customers can donate spare change from jewellery purchase at any TSL Jewellery stores in Hong Kong. The Group will match every dollar donated to UNICEF HK as a token of thanks for their support. It has also tailor made a series of charity sale items for this campaign, including jewellery box, jewellery loupe, wedding red packet and so on. Proceeds excluding costs from the charity sale will go to UNICEF HK to support UNICEF’s Water and Sanitation Programme in rural areas in China.

On the other hand, Jermaine Jackson, a well-known composer, singer and member of The Jackson 5, shows his support to the charity campaign by writing the theme song “iPANDAS”. Mr. Jackson is an enthusiastic supporter for charity events and has made another effort in helping “Your Little Their Mickle”.

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Mrs. Annie Yau Tse, Chairman and Chief Executive Officer



(Left to Right) Ms. Jane Lau, Chief Executive of UNICEF HK, Mr. Tse Sui Luen, the Founder and Ms. Charlie Young, Ambassador of UNICEF HK



(From Left) Ms. Estella Ng, Chief Strategy Officer and Chief Financial Officer,
Mr. Tommy Tse, Deputy Chief Executive Officer – Supplies, and
Mrs. Annie Yau Tse, Chairman and Chief Executive Officer
(Middle) Mr. Tse Sui Luen, Founder of the Group
(From Right) Mr. Lambert Chan, Deputy Chief Executive Officer – Commercial,
Ms. Jane Lau, Chief Executive of UNICEF HK, and
Ms. Charlie Young, Ambassador of UNICEF HK

About “Your Little Their Mickle”

TSL Jewellery proudly supports UNICEF HK’s Water and Sanitation Programme (the “Programme”) in Mainland China via its “Your Little Their Mickle” charity campaign to improve water and hygiene at schools and households in rural areas across China. The Programme also includes sanitation education to children, which encourages them to pass on their knowledge on hygiene practices to their families and community. Customers can donate spare change from jewellery purchase at any TSL Jewellery stores in Hong Kong. The Group will match every dollar donated to UNICEF HK as a token of thanks for their support. HK\$1 is able to purchase water purification tablets which could turn 40-50 litres of dirty water into drinking water and support the need of an individual for over 16 days. The Group has also tailor made a series of charity sale items for this campaign, including jewellery box, jewellery loupe, wedding red packet and chopstick set, diamond umbrella and coaster. Proceeds excluding costs from the charity sale will go to UNICEF HK.

About TSL Jewellery (HKSE stock code: 417)

Tse Sui Luen Jewellery (International) Limited (incorporated in Bermuda with limited liability) is currently one of the largest jewellers in Asia, with the Group principally engaged in jewellery design, trading, 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: www.tslj.com or email to ir@tslj.com.