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TSE SUI LUEN JEWELLERY (INTERNATIONAL) LIMITED

謝瑞麟珠寶(國際)有限公司*

(Incorporated in Bermuda with limited liability)

(Stock Code: 417)

POSITIVE PROFIT ALERT

This announcement is made by Tse Sui Luen Jewellery (International) Limited (the “**Company**”, together with its subsidiaries, the “**Group**”) pursuant to Rule 13.09 of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited (the “**Listing Rules**”) and the Inside Information Provisions (as defined under the Listing Rules) under Part XIVA of the Securities and Futures Ordinance (Chapter 571 of the Laws of Hong Kong).

The board of directors of the Company (the “**Board**”) is pleased to inform the shareholders of the Company (the “**Shareholders**”) and potential investors that, based on the preliminary review on the unaudited consolidated management accounts of the Group for the twelve months ended 28 February 2018 and other information currently available, the consolidated profit attributable to the Shareholders for the twelve months ended 28 February 2018 is expected to increase significantly by approximately double as compared with that of the same period of 2017. Such expected increase was mainly attributable to more favourable business conditions experienced towards the end of 2017 and at the beginning of 2018 and cost saving measures including but not limited to a significant decrease in finance costs mainly due to the adjustment to the Group's financing structure.

As the Company is still in the process of finalising the second interim results of the Group for the twelve months ended 28 February 2018, the information contained in this announcement is only based on the Board's preliminary review of the information of the Group currently available to the Board, which includes, inter alia, the unaudited consolidated management accounts for the twelve months ended 28 February 2018 and is not based on any figures or information which has been reviewed by the Company's auditors, nor reviewed by the audit committee of the Company.

* For identification purpose only

The Shareholders and potential investors should read carefully the announcement on the second interim results of the Group for the twelve months ended 28 February 2018, which will be published by the Company within the timeframe as stipulated under the Listing Rules.

The Shareholders and potential investors are advised to exercise caution when dealing in the securities of the Company.

By order of the Board
Tse Sui Luen Jewellery (International) Limited
YAU On Yee, Annie
Chairman

Hong Kong, 22 March 2018

At the date of this announcement, the Board comprises:

Executive Directors:

Ms. YAU On Yee, Annie

Ms. NG Yi Kum, Estella

Non-executive Director:

Mr. Erwin Steve HUANG

Independent Non-executive Directors:

Mr. CHUI Chi Yun, Robert

Mr. CHAN Yue Kwong, Michael

Mr. CHOW Chee Wai, Christopher