



TSE SUI LUEN JEWELLERY (INTERNATIONAL) LIMITED
Announced the Re-Delineations of Senior Management Roles
to Realize the Group's Medium to Long Term Corporate Development

(03 March 2013 – Hong Kong) – Tse Sui Luen Jewellery (International) Limited (“TSL Jewellery” or the “Group”, HKSE stock code: 417), one of the largest jewellery chains in Asia, announced the re-delineations of the roles and functions of certain senior management team members of the Group. Together with the new appointments of an Independent Non-executive Director, Mr. Christopher CHOW, and an additional member in the senior executive team, the Group believes that the corporate development and business growth will be better supported.

The Group announced that, with effect from 1 March 2013, the re-delineations of the roles and functions of certain senior management team members of the Company as follows:

1. Mrs. Annie YAU TSE will continue her role as Chairman, Chief Executive Officer and Executive Director of the Company.
2. Mr. Erwin HUANG currently being the General Manager of Showroom of the Group, has been re-designated as the Chief Corporate Development Officer, responsible for new corporate business developments. He will remain as the Deputy Chairman and Executive Director of the Company.
3. Mr. Lambert CHAN currently being the Chief Operating Officer, has been re-designated as Deputy Chief Executive Officer – Commercial. He is responsible for corporate planning, brand and product management, group marketing and corporate communications.
4. Mr. Eddie TSAI has been newly appointed as the Chief Operating Officer. He heads up the Group's Sales & Operations and is responsible for driving and delivering sales and quality customer service as well as developing distribution channels for business growth.
5. Mr. Tommy TSE currently being the Chief Merchandising Officer, has been re-designated as Deputy Chief Executive Officer – Supplies. He is responsible for strengthening the capability of the merchandising & supplies function, for meeting the business units' merchandizing needs.
6. Mr. Lawrence LAI will remain as Chief Financial Officer, Executive Director and Company Secretary of the Company.
7. Ms. Brenda CHAN currently being the director of Group Human Resources, has been re-designated as the Chief Talents Officer.

Mrs. Annie Yau TSE, Chairman and Chief Executive Officer of the Group, said, "I am delighted to welcome Christopher and Eddie to our team. Christopher, with his in-depth understandings and insights of financial and capital markets, will provide valuable advice to the Board on the Company's business operations and development. I also firmly believe that Eddie's rich experience in luxury retail management will help us further enhance our customers' shopping experiences and strengthen our distribution channels in order to meet the ever-changing needs of our clients and maintain TSL Jewellery's leadership market position."

On 1 March 2013, the Company granted share options to the proposed grantees, subject to their acceptances, entitling them to subscribe to a total of 15,850,000 ordinary shares of the Company. The exercise price of Share Options granted is HK\$4.13 per Share, and the Options are valid for a period of seven years.

Mrs. TSE added, "It has been the key objective of the Group to stay competitive for sustaining and growing our business. I have been working with my core management team to review our strategies and the medium to long term business plans. The appointment and changes we announced on 01 March 2013 are the results of in-depth reviews and analysis for building up the organization's capability. I am confident that these initiatives will enable us to further leverage our core strengths and take our business to the next level."

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About Mr. Christopher CHOW

Mr. Chow is the Founding Partner of TCC Capital, an advisory and private equity fund management company, and is an associate member of the Hong Kong Institute of Certified Public Accountants. Mr. Chow has over 20 years' experience in auditing and merger and acquisition advisory. He possesses in-depth understandings and insights of financial and capital markets, and has built up substantial experience in advising multinational companies, state-owned enterprises and private companies in Hong Kong and Mainland China on a number of direct investments, and mergers and acquisitions transactions.

About Mr. Eddie TSAI

Mr. Tsai has a wealth of luxury retail management and business development experience in Asia Pacific. He started off his career as a retail trainee where he gained solid sales and operations experience. He has progressed successfully and taken up key leadership positions in reputable organizations including Duty Free Shoppers and Richemont Asia Pacific.

About TSL Jewellery

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 and Kuala Lumpur.