



**TSL Jewellery 2013/2014 Annual Report
Wins Six International ARC Awards**

A Creative Representation of Exquisite Craftsmanship

(5 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, earns a total of six titles in the 28th International ARC Awards for its 2013/2014 annual report, recognizing its outstanding performance in corporate communications. Not only did TSL Jewellery bag the most number of ARC Award titles in the Company’s history, it also saw the sixth consecutive year for its exceptional annual reports to be recognized by the internationally-acclaimed Award.

Accolades claimed are as follows:

	Category	Award
1.	Printing & Production – Luxury Goods	Silver
2.	Printing & Production – Retail – Jewellery	Silver
3.	Interior Design – Luxury Goods	Bronze
4.	Interior Design – Retail – Jewellery	Bronze
5.	Non Traditional AR – Luxury Goods	Honors
6.	Non Traditional AR – Retail – Jewellery	Honors

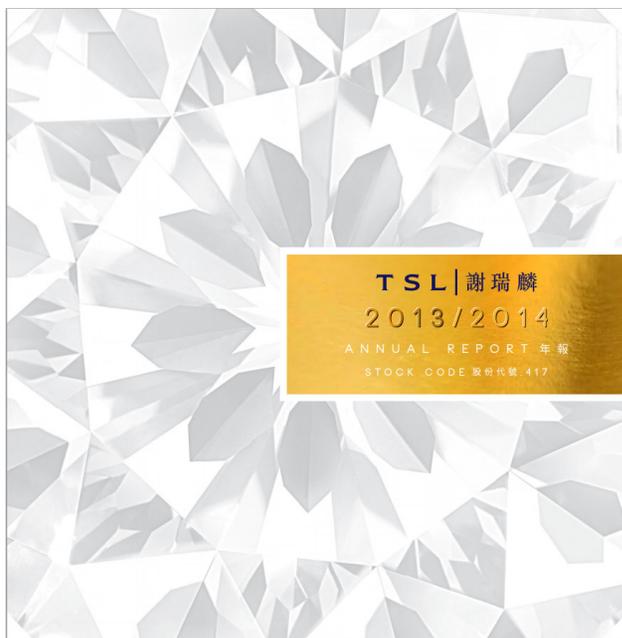
Mrs. Annie Yau Tse, Chairman and Chief Executive Officer of the Group said, “We are delighted and honoured to receive the recognitions from the International ARC Awards on the design and production of our annual reports, which was supported by our devotion to corporate communications. Receiving the ARC Awards continuously for years has demonstrated not only our commitment to effective communications with TSL stakeholders but also our persistence in delivering annual reports of international standard. We value our relationship with investors and the public, and will continue to produce annual reports of high quality.”

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Themed “Exquisite Craftsmanship”, the cover of TSL Jewellery’s 2013/2014 annual report features the Group’s masterpiece – TSL Estrella Diamond with nine perfectly symmetric “Hearts” and a distinctive “Blossom” pattern which demonstrates the unrivalled quality and craftsmanship of TSL Jewellery. The interior depicts an art gallery with TSL Jewellery’s show-stopping pieces appearing throughout the report together with the Group’s senior management and various art pieces, showcasing the Group’s superior creativity and exquisite designs. The innovative design and layout also afford a pleasant read of the overall annual report.

The International ARC Awards, organized by MerComm Inc., is considered the most highly respected and prestigious award by industry peers and is dubbed the "Academy Awards of Annual Reports". Now in its 28th year, the ARC Awards is the world’s largest and independent international competition honoring excellence in annual reports that attracts hundreds of entries from all over the world every year. Entries are judged based on the values of creativity, clarity, effectiveness, and excellence by a panel of distinguished judges, whose professionalism ensured the competition's long-standing tradition of impartiality and integrity.

Selected pages from the 2013/2014 annual report:



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HERITAGE
WITH A PASSION

THE FOUNDER TSE SUI LUEN
工藝熱忱 世代承傳 創辦人 謝瑞麟

Tse Sui Luen, aged 77, the Group's Founder, Mr. Tse provides general advisory & strategic advice to the Group. He was the Chairman of the Group from 1987 to 2000 and rejoined the Group in September 2011. He is a veteran jewellery expert having over 50 years of experience in jewellery industry. He has a wide range of experience in gem setting, quality control, administration, operations, management and marketing. He also has very good personal networks with the peers and suppliers, which facilitate the Group's business development. Mr. Tse is a member of the Political Consultative Committee of Huadu District, Guangzhou in the People's Republic of China. He is the father of Mr. Tai Tai Fung, Tommy, the Deputy Chief Executive Officer – Supplies and the controlling shareholder of the Group, and the father-in-law of Ms. Yau On Yee, Annie, the Chairman and Chief Executive Officer of the Group.

謝瑞麟，現年77歲，為本集團的創辦人，謝先生為本集團提供一般諮詢及策略性建議。他曾於1987年至2000年間出任集團主席一職及在2011年9月重返本集團。彼於珠寶業界擁有超過50年經驗，是一位資深珠寶專家。彼對珠寶鑲嵌、品質監控、行政、營運、管理、市場推廣及品牌、銷售及供應商關係及採購均有豐富經驗。謝先生是廣州花都区政治協商會委員。謝先生是中華人民共和國政治協商會廣州市花都区委員。謝先生是謝太楊太英之父親，亦為本集團主席及行政總裁謝太英女士之家翁。

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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>.