



**Tse Sui Luen Jewellery (International) Limited
Issues positive profit alert expecting net profit up 100%**

(22 March 2018, 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, today announces that its consolidated profit attributable to the shareholders for the 12 months ended 28 February 2018 is expected to increase significantly by approximately double as compared with that of the same period in 2017. The expected increase was mainly attributable to more favourable business conditions experienced towards the end of 2017 and the beginning of 2018, and cost saving measures including but not limited to the adjustment to the Group's financing structure which led to a significant decrease in finance costs.

“We saw an improved market condition and retail sentiment in Hong Kong at the end of 2017 and this trend continued into early 2018. Therefore, our sales performance in the city was better off during this period. Together with the positive impact brought by a series of cost saving measures, such as our enhanced financing structure which saved us a large amount of finance costs, we are pleased to inform our shareholders and potential investors that our profit attributable to shareholders will increase significantly by approximately 100% year-on-year for the 12 months ended 28 February this year,” said **Mrs. Annie Tse, Chairman and Chief Executive Officer of the Group**.

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About TSL Jewellery (HKSE stock code: 417)

Tse Sui Luen Jewellery (International) Limited (“**TSL Jewellery**”, incorporated in Bermuda with limited liability) is one of the largest jewellers in Asia, that is principally engaged in jewellery design, manufacturing, trading, retailing and wholesaling. TSL Group was founded by Mr. Tse Sui Luen, a legend in the Hong Kong jewellery industry, in 1960. Tse Sui Luen Jewellery Company Limited was then incorporated in 1971 and TSL Jewellery was listed on The Stock Exchange of Hong Kong Limited in 1987. With the headquarters established in Hong Kong, TSL Jewellery currently operates over 350 jewellery boutiques spanning over 120 cities in Asia besides Hong Kong, including but not limited to Beijing, Shanghai, Chengdu, Guangzhou, Shenzhen, Macau and Kuala Lumpur.

For more information on TSL Jewellery, please visit: www.tslj.com or email to ir@tslj.com.