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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)

RE-DESIGNATION OF DIRECTOR

The Board of Directors of Tse Sui Luen Jewellery (International) Limited (the "Company" together with its subsidiaries, the "Group") announces that, with effect from 1 March 2015:-

Mr. HUANG, Erwin Steve ("Mr. Huang"), currently the Deputy Chairman, an Executive Director, a member of the Executive Committee and the Chief Corporate Development Officer of the Company, will relinquish his role as an Executive Director, a member of the Executive Committee and also as the Chief Corporate Development Officer. He will be re-designated as a Non-executive Director of the Company and will remain as the Deputy Chairman of the Company. He will also provide business consultancy and advisory support to the Company.

Mr. Huang, aged 49, has been an Executive Director and a member of the Executive Committee of the Company since 14 July 2005 and 24 February 2010 respectively. He was the Chief Executive Officer of the Company for the period from 24 April 2008 to 28 February 2010. Mr. Huang was previously responsible for new corporate business developments and organisational growth and the tourist showroom operation of the Group. Prior to joining the Group in 2005, he was a seasoned entrepreneur in different industries, including publishing, education, telecommunication and information technology. He holds double degrees in Business Operation Management and Management Information System from Boston University, USA.

Mr. Huang is actively engaged in social entrepreneurship with a view to bridging social needs through innovation and information technology. He is currently the President of Hong Kong Information Technology Federation, one of the largest and most respected information communication technology associations in Hong Kong; the Deputy Chairman of Junior Achievement Hong Kong, dedicated to inspiring and preparing young leaders to succeed in the global economy through entrepreneurship and the founding Chief Executive Officer of WebOrganic, a social enterprise under The Hong Kong Council of Social Service designed to help 200,000 deprived students participate in digital computing developments and e-learning. Mr. Huang co-founded in 1996, and currently serves as Vice Chair of the Senior Citizen Home Safety Association, a UN award winning non-governmental organisation in Asia, which provides safety bell emergency call services for the elderly through the use of technology, people-oriented services,

and innovative methods. Mr. Huang also chairs the eLearning Consortium, which has been instrumental in driving Hong Kong's e-learning initiatives in education reform. In 2011, he was elected as an Election Committee Member (Information Technology) for the Legislative Council and Chief Executive of HKSAR.

Save as disclosed above, Mr. Huang did not hold any other directorships in other listed companies in the last three years and does not have any relationship with any other directors, senior management, substantial or controlling shareholders of the Company.

Pursuant to a contract for service for a term that lasts until the annual general meeting of the Company in 2017, which may be renewed by mutual consent, the Company will pay to a fixed fee of HK\$30,000 per month for the services of Mr. Huang as a Non-executive Director of the Company. This fee has been determined by reference to amounts agreed typically to be paid by a listed public company in Hong Kong for the services of a Non-executive Director. The Company will also pay a fixed fee of HK\$20,000 per month, specifically for the business consultancy and advisory support which Mr. Huang will be providing to the Company. As at the date of this announcement, Mr. Huang is interested or deemed to be interested in 100,000 shares of the Company (representing 0.05% of the issued share capital of the Company) and 2,000,000 share options for the shares of the Company and save as aforesaid, Mr. Huang did not have any interests in any shares of the Company within the meaning of Part XV of the Securities and Futures Ordinance.

Save as disclosed above, there are no other matters relating to the re-designation of Mr. Huang that need to be brought to the attention of the shareholders of the Company and there is no information to be disclosed pursuant to the requirements of Rule 13.51(2)(h) to (v) of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited.

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

Hong Kong, 27 February 2015

After the abovementioned change, the Board comprises:

Executive Directors: Ms. YAU On Yee, Annie Mr. LAI Tsz Mo, Lawrence

Non-executive Directors: Mr. Erwin Steve HUANG Mr. WANG Guosheng

Independent Non-executive Directors: Mr. CHUI Chi Yun, Robert Mr. HENG Ching Kuen, Franklin Mr. CHAN Yue Kwong, Michael Mr. CHOW Chee Wai, Christopher