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TSL謝瑞麟

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(2)(a) 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**") wishes to inform the shareholders of the Company (the "**Shareholders**") and potential investors that, based on the Board's preliminary review of the latest unaudited consolidated management accounts of the Group for the six months ended 30 September 2021 and other information currently available, the Group expects to record a profit attributable to owners of the Company of not less than approximately HK\$2 million for the six months ended 30 September 2021 as compared to the loss attributable to owners of the Company of approximately HK\$42 million for the six months ended 30 September 2020.

The Board considers that the upturn in the Group's results is on account of the combined effect of the continuous recovery in the overall performance of the Group's business due to the stabilized and controlled COVID-19 situation in Mainland China, and the reduction in the Group's expenses as a result of various cost control measures persistently taken. The Group has also put more focus on online business development, which drove our e-business segment to record a remarkable growth during the period under review.

* For identification purpose only

The Company is still in the process of preparing and finalising the consolidated interim results of the Group for the six months ended 30 September 2021. The information contained in this announcement is only based on the Board's preliminary review of the latest unaudited consolidated management accounts of the Group for the six months ended 30 September 2021 and other information currently available, which have not been audited or reviewed by the Company's auditor or audit committee and may be subject to adjustments. Shareholders and potential investors should read carefully the financial information of the Group disclosed in the interim results announcement of the Company for the six months ended 30 September 2021, which is expected to be published by the end of November 2021.

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, 13 October 2021

At the date of this announcement, the Board comprises:

Executive Directors:

Ms. YAU On Yee, Annie

Ms. NG Yi Kum, Estella

Independent Non-executive Directors:

Mr. CHUI Chi Yun, Robert

Mr. CHAN Yue Kwong, Michael

Mr. CHOW Chee Wai, Christopher