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英皇鐘錶珠寶有限公司
EMPEROR WATCH & JEWELLERY LIMITED

(Incorporated in Hong Kong with limited liability)

(Stock Code : 887)

POSITIVE PROFIT ALERT

This announcement is made by Emperor Watch & Jewellery Limited (the “**Company**”) (together with its subsidiaries collectively referred to as 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 and the Inside Information provisions under Part XIVA of the Securities and Futures Ordinance (Cap. 571 of the Laws of Hong Kong).

The board of directors of the Company (the “**Board**”) wishes to inform the shareholders and potential investors of the Company that based on the information currently available and preliminary review on the unaudited consolidated management accounts, the Group is expected to record a net profit for the six months ended 30 June 2017 (the “**Period**”) as compared to a net loss for the six months ended 30 June 2016. The Board considers that such turnaround from loss to profit is due to an increase in revenue from improvements in consumer spending and traffic flow among local shoppers and mainland Chinese visitors, coupled with an enhanced operating leverage driven by a reduction in lease payment through the Group’s continuous efforts on cost control.

As the Group’s interim results for the Period have not yet been finalised, the information contained in this announcement is only based on the information currently available and preliminary review on the unaudited consolidated management accounts, which has not been reviewed or audited by the auditors of the Company. The interim results of the Group for the Period are scheduled to be published in August 2017.

Shareholders and potential investors of the Company are advised to exercise caution when dealing in the shares of the Company.

By order of the Board
Emperor Watch & Jewellery Limited
Cindy Yeung
Chairperson

Hong Kong, 27 July 2017

As at the date hereof, the Board comprises:

Executive Directors:

Ms. Cindy Yeung
Mr. Chan Hung Ming
Mr. Wong Chi Fai
Ms. Fan Man Seung, Vanessa

Independent Non-Executive Directors:

Ms. Chan Sim Ling, Irene
Mr. Liu Hing Hung
Ms. Chan Wiling, Yvonne