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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**”) is pleased to inform the shareholders of the Company (the “**Shareholders**”) and potential investors that, based on preliminary review on the latest available financial information of the Group, the Group’s net profit for the six months ended 30 June 2018 (the “**Period**”) is expected to increase significantly by approximately 300% as compared to the same period last year. Such increase is mainly attributable to an encouraging sales performance and a solid gross profit margin amid the upswing of consumption sentiment, coupled with an enhanced operating efficiency during the Period.

As the Group’s interim results for the Period have not yet been finalized, the information contained in this announcement is only a preliminary assessment by the management of the Company based on the latest available financial information of the Group. The Shareholders and potential investors are advised to refer to the interim results announcement of the Company for the Period which will be released in late-August 2018.

The 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, 25 July 2018

As at the date hereof, the Board comprises:

Executive Directors:

Ms. Cindy Yeung
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