

Emperor Watch & Jewellery Limited
(“Emperor W&J” or “Company”)
– Shareholders Communication Policy

1. MAIN OBJECTIVE

1.1 The main objective of Emperor W&J Investor Relations (“IR”) is to proactively communicate with the market in order to enhance Emperor W&J's visibility and attractiveness in the international financial community, as well as enabling the capital market to make a true and fair assessment of its valuation of its shares and bonds, if any.

2. INFORMATION POLICY

2.1 IR team commits equal treatment to all the existing shareholders of Emperor W&J, including individual and institutional shareholders, as well as potential investors.

2.2 IR team strives to provide accurate, complete, clear and understandable information to the market in a timely basis and effective manner.

2.3 IR team aims to be as open as possible and respond willingly, in good faith to questions from investors, analysts or other stakeholders.

2.4 Material information shall be announced in such a way that it is available to all stakeholders simultaneously.

2.5 IR team promises to provide a consistent level of disclosure on both positive and negative issues.

2.6 In order to ensure fairness in disclosing important information, such as financial results of which directors and relevant personnels of Emperor W&J strictly observe a “black-out period” of 30 days and 60 days prior to the announcement of the interim and annual results respectively, Emperor W&J does not comment on both business performance and financial information relevant to the corresponding financial period or year before the publication of such information.

- 2.7 IR team recognizes the importance of shareholders' privacy and will not disclose shareholders' information without their consent, unless required by law to do so.
- 2.8 Emperor W&J's directors and employees who have contact or dialogues with investors, analysts, media or other interested outside parties are required to observe the "System and Procedures on Disclosure of Inside Information" adopted by the Company.
- 2.9 IR team maintains an on-going dialogue with shareholders as well as the investment community and review the above information policy regularly.

3. COMMUNICATIONS TOOLS

- 3.1 A dedicated IR section is available on the Company's website (www.emperorwatchjewellery.com) in which the latest and historical information including announcements, circulars, financial reports and notices are posted. The website is available in both English and Chinese, and the information is published simultaneously in these two languages. The press release and corporate presentation is published in either one or both languages.
- 3.2 Emperor W&J issues regular results announcements, annual reports and interim reports to ensure that all stakeholders are fully informed of the latest strategic and operational developments. Such documents are published on the websites of the Hong Kong Stock Exchange and Emperor W&J in accordance with the requirements of Hong Kong Listing Rules.
- 3.3 Upon the release of financial results and material transactions in relation to corporate moves, Emperor W&J holds investor/analyst briefings and media conference together with the latest corporate presentation which is always available on the Company's website so that the stakeholders can be well informed of the latest strategic and operational developments.
- 3.4 IR team meets with investors and analysts on a regular basis and participates in both domestic and international investor roadshows and sector conferences. At such meetings, no inside information will be disclosed nor discussed.

- 3.5 Emperor W&J IR and media contacts are available on the Company's website which facilitates the communication with the investment community and the general public. The potential investors and existing shareholders are welcome to reach IR through the contact details available on the Company's website and open the dialogues whenever they need.
- 3.6 Emperor W&J stays in touch with reporters and conducts media interviews on a regular basis in order to facilitate communication with the investment community and the general public.
- 3.7 Shareholders are encouraged to participate in general meetings or to appoint proxies to attend and vote at the meetings for and on their behalf if they are unable to attend the meetings. Annual General Meeting is one of the most important meetings in Emperor W&J's calendar, where the Board members, in particular, the chairmen of Board committees or their delegates, appropriate management executives and external auditors will attend and the shareholders can express comments, ask questions and exercise their influence by voting on the issues set out in the agenda. Details of the poll results of general meetings are posted on the websites of the Hong Kong Stock Exchange and Emperor W&J.
- 3.8 Shareholders can direct their questions about their shareholdings to Tricor Secretaries Limited, Share Registrar of Emperor W&J.
- 3.9 IR team maintains an on-going dialogue with shareholders as well as the investment community and assesses the effectiveness of the above communication tools regularly.

4. RUMOURS AND FORWARD LOOKING STATEMENTS

- 4.1 Emperor W&J does not comment on rumours. However, if the allegations may disrupt orderly share trading and have or are likely to have a material effect on Emperor W&J's share price such that, in the view of the Stock Exchange or the Company, there is, or there is likely to be, a false or disorderly market in Emperor W&J's securities, the Company will issue a clarification announcement as appropriate to prevent the possible development of a false or disorderly market.

4.2 In principle, Emperor W&J does not speculate about future developments nor provide forecasts regarding earnings and revenue targets. In circumstances where Emperor W&J makes such forecasts or forward looking statements, relevant Listing Rules will be strictly complied with.