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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)**

**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 preliminary review on the latest available financial information of the Group, the Group expects to record a net profit of not less than HK\$30.0 million (2019: HK\$90.0 million) for the year ended 31 December 2020 (the “**Year**”), while a net loss of HK\$113.7 million was recorded for the six months ended 30 June 2020, indicating a turnaround during second half of the Year. The year-on-year decline in net profit is mainly attributable to the drop in sales revenue in Hong Kong as a result of falling visitor arrivals and dampened consumption sentiment amid the COVID-19 pandemic.

As the Group’s audited annual results for the Year (“**Annual Results**”) have not yet been finalized, the information contained in this announcement is only based on the information currently available. Publication of Annual Results is scheduled to be made in late March 2021.

**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, 3 February 2021

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