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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” (Chapter 571, 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\$130,000,000 for the six months ended 30 June 2021 (the “**Period**”), while a net loss of HK\$114,000,000 was recorded for the same period last year. Such turnaround is mainly attributable to the continuous remarkable retail performance in the Mainland China and the regained momentum of the luxury consumption in Hong Kong and Macau during the Period, resulting in the increase in the total revenue of more than 100% during the Period.

As the Group’s unaudited interim results for the Period (“**Interim Results**”) have not yet been finalized, the information contained in this announcement is only based on the information currently available. Publication of the Interim Results is scheduled to be made in late August 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, 27 July 2021

As at the date of this announcement, the Board comprises:-

Executive Directors:

Ms. Cindy Yeung
Mr. Ng Koon Keung, Ricky
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