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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 WARNING

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 expects to record an increase in net loss by not more than 30% for the six months ended 30 June 2016 (the “**Period**”) as compared to the corresponding period last year. Such increase in net loss was mainly attributable to a decline in revenue, which was due to the weakened consumption sentiment in Hong Kong resulting from a strong local currency and falling Mainland China visitor arrivals.

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 2016.

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, 29 July 2016

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. Yip Kam Man
Ms. Lai Ka Fung, May
Ms. Chan Sim Ling, Irene