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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**”) wishes to inform the shareholders of the Company (“**Shareholders**”) and potential investors that, based on preliminary review on the latest available financial information of the Group, the Group expects to record a net profit for the year ended 31 December 2017 (the “**Year**”) as compared to a net loss for the year ended 31 December 2016. The Board considers that such turnaround is mainly attributable to (i) an upswing in sales revenue and an improved margin performance amid strong market momentum; and (ii) an enhanced operating leverage driven by a reduction in lease payment during the Year. During the six months ended 30 June 2017, the net profit amounted to approximately HK\$39.1 million (the “**First Half Results of 2017**”). It is estimated that the net profit for the period between 1 July 2017 and 31 December 2017 will record more than two times of the First Half Results of 2017.

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

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, 23 January 2018

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. Chan Sim Ling, Irene
Mr. Liu Hing Hung
Ms. Chan Wiling, Yvonne