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TSE SUI LUEN JEWELLERY (INTERNATIONAL) LIMITED
謝瑞麟珠寶(國際)有限公司 *

(Incorporated in Bermuda with limited liability)

(Stock Code: 417)

POSITIVE PROFIT ALERT

This announcement is made by Tse Sui Luen Jewellery (International) Limited (the "**Company**", together with its subsidiaries, 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 (the "**Listing Rules**") and the Inside Information Provisions (as defined under the Listing Rules) under Part XIVA of the Securities and Futures Ordinance (Chapter 571 of the Laws of Hong Kong).

The board of directors of the Company (the "**Board**") wishes to inform the shareholders of the Company (the "**Shareholders**") and potential investors that, based on a preliminary review of the latest unaudited consolidated management accounts of the Group for the six months ended 30 September 2026 (the "**Period**") and other currently available information of the Group, the Group expects to record a profit for the Period of not less than HK$90.0 million as compared to the loss of HK$35.3 million for the six months ended 30 September 2025.

The expected turnaround from loss to profit for the Period was primarily attributable to the successful implementation of the Group's business transformation strategies, mainly (i) improved same-store sales performance and the increased profit contributions from the franchise business in the Chinese Mainland; (ii) decreased selling, distribution and administrative expenses resulting from effective cost optimization strategies since the second half of financial year ended 31 March 2026, and lower restructuring costs towards the completion of the Group's restructuring programme; (iii) increase in fair value gain on trade payables settled in gold commodities, alongside gains on inventory monetarisation driven by movements in gold prices; and (iv) reduced non-cash impairment provisions in respect of retail shop-related assets and other assets following the improvement in the operating performance and profitability of retail shops. Coupled with other minor contributing factors, the Group achieved a notable turnaround.

The information contained in this announcement is only a preliminary assessment by the Board based on the latest information currently available, which has not been audited or reviewed by the Company's independent auditors or the audit committee, and may be subject to change. Accordingly, the actual financial results of the Group for the Period may be different from what is disclosed in this announcement. Shareholders and potential investors are advised to refer to the interim results of the Group for the Period, which is expected to be published by late November 2026.

* *For identification purpose only*

Shareholders and potential investors are advised to exercise caution when dealing in the securities of the Company.

By order of the Board
Tse Sui Luen Jewellery (International) Limited
Annie Yau TSE
Chairman

Hong Kong, 4 November 2026

At the date of this announcement, the Board comprises:

Executive Director:
Mrs. Annie Yau TSE, *JP*

Independent Non-executive Directors:
Mr. CHAN Yue Kwong, Michael
Mr. CHOW Chee Wai, Christopher
Mr. Alex CHAN