



英皇鐘錶珠寶有限公司
EMPEROR WATCH & JEWELLERY LIMITED
(Incorporated in Hong Kong with limited liability)
(於香港註冊成立之有限公司)
(Stock Code 股份代號 : 887)

Letter to new registered shareholders - Instruction in relation to receipt of future Corporate Communication
致新註冊股東 - 有關日後收取公司通訊之指示

8 September 2011

Dear registered Shareholders,

We are writing to ascertain your preference on receiving the Company's future Corporate Communication ^{Note} (i) by electronic means through the Company's website at <http://www.emperorwatchjewellery.com> ("Website Version"); or (ii) in printed form, in both English and Chinese.

In order to protect the environment and save costs for the benefit of the Shareholders, the Company **highly recommends you to select the Website Version through electronic notification in lieu of receipt of printed form.** Should you elect the Website Version, subject to your selection, you may receive one of the following means of notifications:-

- Electronic notification (posted on the Company's website); or
- E-mail notification; or
- Printed-form notification.

Please tick the appropriate box in the enclosed reply slip ("Reply Slip") and sign and return the same by fax at (852) 2861-1465 or by email at is-enquiries@hk.tricorglobal.com or by post to the share registrar of the Company, Tricor Secretaries Limited ("Share Registrar") at 26th Floor, Tesbury Centre, 28 Queen's Road East, Wanchai, Hong Kong as soon as possible. You may use the mailing label at the bottom of the Reply Slip and do not need to affix any stamp if posted within Hong Kong. If your registered address is outside Hong Kong, please affix the requisite stamp.

If the Company does not receive from you the properly completed and signed Reply Slip before Thursday, 6 October 2011, you will be deemed to have agreed to receive the Company's Corporate Communication by Website Version and a printed-form notification regarding the publication of each Corporate Communication on the Company's website will be sent to you in the future.

If you, for any reason, have difficulty in receiving Website Version or gaining access to the Company's website, upon your reasonable request in writing to the Company or the Share Registrar, the printed version of the Corporate Communication will promptly be sent to you free of charge.

Even if you have chosen to receive the Corporate Communication in printed form / Website Version or deemed to have consented to receive the Website Version, you still have the right to change your choice of receipt at any time, free of charge, by reasonable notice in writing to the Company or the Share Registrar.

Please note that both the English and Chinese versions of our future Corporate Communication will be available on the websites of the Company at <http://www.emperorwatchjewellery.com> and The Stock Exchange of Hong Kong Limited at <http://www.hkex.com.hk>. Should you have any query relating to this letter, please call the Share Registrar dial-up hotline at tel: (852) 2980-1333 during business hours from 9:00 a.m. to 6:00 p.m. (Monday to Friday, excluding Hong Kong public holidays).

Yours faithfully,
Emperor Watch & Jewellery Limited

Encl.: Reply Slip

Note: Corporate Communication refers to any document issued or to be issued by the Company for the information or action of the Shareholders as defined in Rule 1.01 of the Listing Rules, including but not limited to: (a) the directors' report, its annual accounts together with a copy of the auditors' report and, where applicable, its summary financial report; (b) the interim report and, where applicable, its summary interim report; (c) notice of meeting; (d) circular; and (e) proxy form.

各位註冊股東：

本函件旨在向閣下提供下述選擇，以確定閣下於日後收取本公司通訊^{附註}之形式，即：(i) 以電子版本方式瀏覽本公司網站 (<http://www.emperorwatchjewellery.com>) ("網上電子版本")；或 (ii) 收取中、英文印刷本。

為支持環保及減省成本以保障股東之利益，本公司極力建議閣下選擇透過電子通知收取網上電子版本以取代印刷本。若閣下選擇網上電子版本，閣下可隨意選擇收取下列其一之通知：

- 電子通知 (於本公司之網站發放)；或
- 電郵通知；或
- 印刷本通知。

請閣下在隨本函附上的回條 ("回條") 上適當的空格內劃上「✓」號及簽名，並盡快以傳真 (852) 2861-1465 或電郵 (is-enquiries@hk.tricorglobal.com) 或郵寄方式將回條送回本公司之股份過戶登記處「卓佳秘書商務有限公司」 ("股份過戶處")，地址為香港灣仔皇后大道東28號金鐘匯中心26樓。倘若閣下於香港郵寄，可使用回條下方之「郵寄標籤」而毋須貼上郵票。若登記地址不在香港，則請貼上適當的郵票。

倘若本公司於二零一一年十月六日(星期四)前仍未收回閣下填妥及簽署之回條，則閣下將被視為已同意以網上電子版本方式收取本公司通訊，而本公司日後將於公司通訊在本公司網站刊載時，向閣下寄發印刷本通知。

倘若日後如因任何理由以致收取網上電子版本或瀏覽本公司網站時出現困難，閣下可向本公司或股份過戶處提出適時之書面要求，以盡快免費獲取公司通訊之印刷本。

即使閣下已選取以印刷本 / 網上電子版本或被視為同意以網上電子版本收取公司通訊，閣下仍有權隨時向本公司或股份過戶處發出適時之書面通知，免費更改所選擇收取公司通訊之方式。

敬請注意，日後所有公司通訊之中、英文版本將會在本公司之網站 (<http://www.emperorwatchjewellery.com>) 及香港聯合交易所有限公司之網站 (<http://www.hkex.com.hk>) 刊載。閣下如對本函件有任何疑問，請於上午九時至下午六時 (星期一至星期五，香港公眾假期除外) 致電股份過戶處熱線 (852) 2980-1333。

英皇鐘錶珠寶有限公司
謹啓

二零一一年九月八日

附件：回條

附註：根據聯交所上市規則第1.01條，「公司通訊」指本公司發出或將予發出以供股東參照或採取行動的任何文件，其中包括但不限於：(a) 董事會報告、本公司的年度賬目連同核數師報告以及 (如適用) 財務摘要報告；(b) 中期報告及 (如適用) 中期摘要報告；(c) 會議通告；(d) 通函；及 (e) 委派代表書。

香港灣仔軒尼詩道 288 號英皇集團中心 25 樓 25/F, Emperor Group Centre, 288 Hennessy Road, Wanchai, Hong Kong

電話 Tel: (852) 2522 2918 傳真 Fax: (852) 2522 3196

Reply Slip 回條

(Please return by fax or by email or by post 請以傳真或電郵或郵寄回覆)

To: **Emperor Watch & Jewellery Limited**
c/o Tricor Secretaries Limited (Share Registrar)
26th Floor, Tesbury Centre
28 Queen's Road East, Wanchai, Hong Kong
(Fax No. : 2861-1465)
(email : is-enquiries@hk.tricorglobal.com)

致: **英皇鐘錶珠寶有限公司**
經卓佳秘書商務有限公司 (股份過戶登記處)
香港灣仔皇后大道東28號
金鐘匯中心26樓
(傳真號碼: 2861-1465)
(電郵: is-enquiries@hk.tricorglobal.com)

I/We would like to receive future Corporate Communication of the Company in the manner as indicated below:
本人/吾等欲以下列方式收取 貴公司於日後發佈之公司通訊:

Please tick ONLY ONE box
請於下列其中一個方格內劃上「✓」號

Website Version Options 網上電子版本

* to read (i) future Corporate Communication posted on the Company's **website** (<http://www.emperorwatchjewellery.com>) in lieu of receipt of printed form; and (ii) the **electronic notifications** posted on the Company's website which notify the publication of the relevant Corporate Communication on the Company's website; OR
日後瀏覽(i) 貴公司在網站 (<http://www.emperorwatchjewellery.com>) 刊載之公司通訊, 以取代該等文件之印刷本; 以及(ii) 貴公司網站上刊載之**電子通知**, 以知悉相關之通訊已在 貴公司網站上發表; 或

to read (i) future Corporate Communication posted on the Company's **website** in lieu of receipt of printed form; and (ii) receive **e-mail notifications** of the publication of the relevant Corporate Communication on the Company's website sent to my/our under-mentioned e-mail address; OR
日後瀏覽(i) 貴公司在網站刊載之公司通訊, 以取代該等文件之印刷本; 以及(ii) 以本人/我們下述之電郵地址, 收取**電子通知**, 以知悉相關之通訊已在 貴公司網站上發表; 或

E-mail address 電郵地址: _____

to read (i) future Corporate Communication posted on the Company's **website** in lieu of receipt of printed form; and (ii) receive **printed-form notifications** of the publication of the relevant Corporate Communication on the Company's website sent to my/our under-mentioned address; OR
日後瀏覽(i) 貴公司在網站刊載之公司通訊, 以取代該等文件之印刷本, 以及(ii) 以本人/我們下述之地址, 收取**印刷本通知**, 以知悉相關之公司通訊已在 貴公司網站上發表。

Registered address 登記地址: _____

* **highly recommended by the Company 本公司極力建議**

Printed Version Option 印刷版本

in printed form in both English and Chinese.
收取中、英文印刷本。

Signature(s) :
簽名: _____

Date :
日期: _____

Name(s) of Shareholder(s) 股東名稱

Contact Telephone number 聯絡電話

Notes 附註:

- If the Company does not receive the completed Reply Slip from you by Thursday, 6 October 2011, you are deemed to have expressly consented to receiving the Corporate Communication by electronic means through the Company's website at <http://www.emperorwatchjewellery.com>.**
倘若本公司於二零一一年十月六日(星期四)前仍未收到閣下的回條, 閣下將被視為已同意以電子版本方式透過本公司網站 (<http://www.emperorwatchjewellery.com>) 收取公司通訊。
- The above instruction will apply to all Corporate Communication of the Company to be sent to you until you inform us otherwise by reasonable notice in writing.
上述指示將適用於本公司發出的所有公司通訊, 直至閣下另行發出適時之書面通知為止。
- If any shares are held in joint names, all joint holders OR joint holder whose name stands first on the Company's Register of Members should sign this Reply Slip in order for it to be valid.
如任何股份以聯名方式持有, 則所有聯名持有人或名列本公司股東名冊的首名聯名持有人須於本回條上簽署, 方為有效。
- Both English and Chinese printed versions of the Company's future Corporate Communication will be available from the Company or the Company's Share Registrar. The Website Version will also be available on the Company's website.
本公司及其股份過戶登記處可應要求提供本公司日後通訊的中、英文印刷本。公司通訊之網上電子版本亦會刊載於本公司網站。
- If you have any query in completing this Reply Slip, please call the Company's Share Registrar dial-up hotline at Tel: (852) 2980-1333 during business hours from 9:00 a.m. to 6:00 p.m. (Monday to Friday, excluding Hong Kong public holidays).
如閣下對填寫本回條有任何疑問, 請於上午9時至下午6時(星期一至星期五, 香港公眾假期除外)致電本公司股份過戶登記處熱線(852) 2980-1333。

閣下寄回此回條時, 請將右列郵寄標籤剪貼於信封上。
如在本港投寄毋須貼上郵票, 否則請貼上適當的郵票。
Please cut the mailing label on the right and stick it on an envelope to return this Reply Slip to us.
No postage stamp necessary if posted in Hong Kong, otherwise, please affix an appropriate stamp.

郵寄標籤 MAILING LABEL

卓佳秘書商務有限公司
Tricor Secretaries Limited
簡便回郵號碼 Freepost No.37
香港 Hong Kong