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This announcement is for information purposes only and does not constitute an invitation or offer to acquire, purchase or subscribe for securities. Potential investors should read the prospectus dated 30 June 2008 (the “Prospectus”) issued by Emperor Watch & Jewellery Limited (the “Company”) for detailed information about the Share Offer described in the Prospectus before deciding whether or not to invest in the Shares thereby being offered.

Prospective investors of the Offer Shares should note that Emperor Securities (for itself and on behalf of the Underwriters) is entitled to terminate the obligations of the Underwriters under the Underwriting Agreement by notice in writing to the Company given by Emperor Securities, upon the occurrence of any of the events set forth in the section headed “Underwriting – Underwriting Arrangements and Expenses – Grounds for termination” in the Prospectus, at any time prior to 8:00 a.m. (Hong Kong time) on the scheduled Listing Date.

Unless otherwise defined herein, terms used in this announcement shall have the same meanings as those defined in the Prospectus.



英皇鐘錶珠寶有限公司

Emperor Watch & Jewellery Limited

(incorporated in Hong Kong with limited liability)

**LISTING ON THE MAIN BOARD OF
THE STOCK EXCHANGE OF HONG KONG LIMITED
BY WAY OF
PLACING AND PUBLIC OFFER**

Number of Offer Shares	:	1,350,000,000 Shares
Number of Public Offer Shares	:	135,000,000 Shares (subject to re-allocation)
Number of Placing Shares	:	1,215,000,000 Shares (subject to re-allocation)
Offer Price	:	Not more than HK\$0.43 per Offer Share and expected to be not less than HK\$0.30 per Offer Share plus 1% brokerage, 0.004% SFC transaction levy and 0.005% Stock Exchange trading fee (payable in full on application and subject to refund)
Nominal value	:	HK\$0.01 per Share
Stock code	:	887

Joint Sponsors



道亨證券有限公司
DaoHeng Securities Ltd.
A Member of the Hong Leong Group



英皇融資有限公司
Emperor Capital Limited

Joint Lead Managers



英皇證券(香港)有限公司
Emperor Securities Limited



3V Capital Limited

Co-Manager

 **taifook**

TAIFOOK SECURITIES CO. LTD.

Application has been made by the Company to the Listing Committee for the granting of the approval for the listing of, and permission to deal in, the Shares in issue and to be issued as mentioned in the Prospectus and the Application Forms, including any Shares to be issued pursuant to the Loan Capitalisation Issue and the Share Offer and any Shares which may be issued upon the exercise of the options which may be granted under the Share Option Scheme, on the Main Board. Dealings in the Shares on the Stock Exchange are expected to commence on Monday, 21 July 2008. Subject to the granting by the Listing Committee of approval for the listing of, and permission to deal in, the Shares on the Stock Exchange as well as compliance with the stock admission requirements of HKSCC, the Shares will be accepted as eligible securities by HKSCC for deposit, clearance and settlement in CCASS with effect from the Listing Date or such other date as may be determined by HKSCC. Settlement of transactions between participants of the Stock Exchange is required to take place in CCASS on the second business day after any trading day. All activities under CCASS are subject to the General Rules of CCASS and CCASS Operational Procedures in effect from time to time.

The Share Offer comprises the Placing and the Public Offer. A total of 1,350,000,000 Offer Shares will be initially made available under the Share Offer, of which 1,215,000,000 Placing Shares, representing 90% of the Offer Shares initially available under the Share Offer, will conditionally be placed with selected professional, institutional and private investors under the Placing. The remaining 135,000,000 Public Offer Shares, representing 10% of the Offer Shares initially available under the Share Offer, will be offered to the public in Hong Kong for subscription under the Public Offer. Shares initially being offered under both the Placing and the Public Offer are subject to re-allocation. The total number of Public Offer Shares available under the Public Offer (without taking into account any adjustment in the number of Offer Shares allocated between the Public Offer and the Placing) is to be divided into two pools for allocation purposes: pool A and pool B. The Public Offer Shares in pool A will consist of not less than 67,500,000 Public Offer Shares and will be allocated on an equitable basis to successful applicants who have validly applied for Public Offer Shares with an aggregate subscription price (excluding amounts of brokerage, SFC transaction levy and Stock Exchange trading fee payable) of HK\$5 million or less. The Public Offer Shares in pool B will consist of not less than 67,500,000 Public Offer Shares and will be allocated on an equitable basis to successful applicants who have validly applied for Public Offer Shares with an aggregate subscription price (excluding amounts of brokerage, SFC transaction levy and Stock Exchange trading fee payable) of more than HK\$5 million and up to the total value of pool B. Investors should be aware that the allocation ratios for applications in the two pools, as well as the allocation ratios for applications in the same pool, are likely to be different. Where one of the pools is undersubscribed, the surplus Public Offer Shares will be transferred to satisfy demand in the other pool and be allocated accordingly. Applicants can only receive an allocation of Public Offer Shares from any one pool but not from both pools and can only make applications to either pool A or pool B. Multiple applications or suspected multiple applications and any application made for more than 100% of the Public Offer Shares initially available under pool A or pool B will be rejected. Applicants will also be required to give an undertaking and confirmation in the Application Form submitted by them that they have not applied for nor taken up any Placing Shares nor participated in the Placing. Applicants should note that if such undertaking and/or confirmation given by the applicant is breached and/or is untrue (as the case may be), such applicant's application under the Public Offer is liable to be rejected. The Company and Emperor Securities (in its capacity as agent of the Company) have full discretion to reject or accept any application, in full or in part, without assigning any reason.

Allocation of the Public Offer Shares to investors under the Public Offer will be based solely on the level of valid applications received under the Public Offer. When there is over-subscription under the Public Offer, allocation of the Public Offer Shares may involve balloting, which would mean that some applicants may be allotted more Public Offer Shares than others who have applied for the same number of the Public Offer Shares, and those applicants who are not successful in the ballot may not receive any Public Offer Shares.

Applications for the Public Offer Shares will only be considered on the basis of the terms and conditions of the Prospectus and the related Application Forms. Applicants who would like to be allotted the Public Offer Shares in their own names should complete and sign the **WHITE** application forms. Applicants who would like to have the allotted Public Offer Shares issued in the name of HKSCC Nominees and deposited directly into CCASS for credit to their CCASS Investor Participant stock accounts or the stock accounts of their designated CCASS Participants maintained in CCASS should complete and sign (i) the **YELLOW** application forms, copies of which, together with copies of the Prospectus, may be obtained during normal business hours from 9:00 a.m. on Monday, 30 June 2008 until 12:00 noon on Friday, 11 July 2008 at the Depository Counter of HKSCC at 2/F., Vicwood Plaza, 199 Des Voeux Road Central, Hong Kong or your stockbroker, who may have the **YELLOW** application forms and Prospectus available; or (ii) give **electronic application instructions** to HKSCC via CCASS.

The Share Offer is conditional on the conditions as stated in the section headed “Structure and conditions of the Share Offer – Conditions of the Share Offer” in the Prospectus. If any of the conditions are not fulfilled or waived prior to the times and dates specified in the Prospectus, the Share Offer will thereby lapse and all application monies, together with the brokerage, the SFC transaction levy and the Stock Exchange trading fee received from applicants under the Share Offer, will be returned to the applicants, without interest, on the terms set out in the section headed “How to apply for the Public Offer Shares – Despatch/Collection of Share certificates and refund cheques” in the Prospectus. Refund of application monies will also be made, in accordance with such terms and conditions, in respect of wholly or partially unsuccessful applications or if the Offer Price as finally determined is less than HK\$0.43 per Offer Share.

The Offer Price will not be more than HK\$0.43 per Offer Share and is currently expected to be not less than HK\$0.30 per Offer Share. The Offer Price is expected to be fixed by the Price Determination Agreement between Emperor Securities (for itself and on behalf of the Underwriters) and the Company at or before 6:00 p.m. on Monday, 14 July 2008. Applicants for the Public Offer Shares must pay, on application, the maximum Offer Price of HK\$0.43 per Offer Share plus 1% brokerage, 0.004% SFC transaction levy and 0.005% Stock Exchange trading fee. Emperor Securities (for itself and on behalf of the Underwriters) may, with the consent of the Company, reduce the indicative Offer Price range below that stated in the Prospectus (which is between HK\$0.30 and HK\$0.43 per Offer Share) at any time prior to the morning of the last day for lodging applications under the Public Offer. In such case, notices of the reduction in the indicative Offer Price range will be published in The Standard (in English) and the Sing Tao Daily and the Hong Kong Daily News (in Chinese) as soon as practicable following the decision to make such reduction. If applications for the Public Offer Shares have been submitted prior to the day which is the last day for lodging applications under the Public Offer, then even if the indicative Offer Price range is so reduced, such applications cannot be subsequently withdrawn by virtue only of the reduction of the Offer Price. **If, for any reason, the Offer Price is not agreed by 12:00 noon on Tuesday, 15 July 2008 between the Company and Emperor Securities (for itself and on behalf of the Underwriters), the Share Offer will not proceed and will lapse. In such case, the Company will publish an announcement accordingly.**

Copies of the Prospectus, together with the **WHITE** application forms, may be obtained during normal business hours from 9:00 a.m. on Monday, 30 June 2008, until 12:00 noon on Friday, 11 July 2008 at:

- Any of the following addresses of the Joint Lead Managers, the Underwriters and the Joint Sponsors;

Emperor Securities Limited at 23rd – 24th Floors, Emperor Group Centre, 288 Hennessy Road, Wanchai, Hong Kong

3V Capital Limited at Unit 2102, 21/F., Worldwide House, 19 Des Voeux Road Central, Hong Kong

Taifook Securities Company Limited at 25th Floor, New World Tower, 16-18 Queen’s Road Central, Hong Kong

Dao Heng Securities Limited at 12/F., The Center, 99 Queen’s Road Central, Hong Kong

Emperor Capital Limited at 28th Floor, Emperor Group Centre, 288 Hennessy Road, Wanchai, Hong Kong

- any one of the following branches of The Bank of East Asia, Limited:

District	Branch	Address
Hong Kong Island	Main Branch	10 Des Voeux Road Central
	399 Hennessy Road Branch	G/F, Eastern Commercial Centre 399 Hennessy Road, Wanchai
	Kennedy Town Centre Branch	Shop D, G/F, Kennedy Town Centre 23 Belcher’s Street
	Shaukiwan Branch	G/F, Ka Fook Building 289-293 Shau Kei Wan Road
Kowloon	Mongkok North Branch	G/F, Kalok Building 720-722 Nathan Road, Mongkok
	Yaumatei Branch	G/F, 526 Nathan Road
	East Tsim Sha Tsui Branch	Shop G3-G5, G/F, East Ocean Centre 98 Granville Road, Tsim Sha Tsui
	Kwun Tong Branch	7 Hong Ning Road
New Territories	Tai Wai Branch	16-18 Tai Wai Road Cheung Fung Mansion, Shatin
	Tai Po Branch	62-66 Po Heung Street, Tai Po Market
	East Point City Branch	Shop 217B, Level 2, East Point City 8 Chung Wa Road, Tseung Kwan O
	Tuen Mun Town Plaza Branch	Shop 2-10, UG/F Tuen Mun Town Plaza Phase II 3 Tuen Lung Street, Tuen Mun

Copies of the Prospectus, together with **YELLOW** application forms may be obtained during normal business hours from 9:00 a.m. on Monday, 30 June 2008 until 12:00 noon on Friday, 11 July 2008 from:

- (i) the Depository Counter of HKSCC

2/F., Vicwood Plaza
199 Des Voeux Road Central
Hong Kong; or

- (ii) your stock broker who may have this prospectus and **YELLOW** application forms available.

Both **WHITE** and **YELLOW** application forms, completed in all respects in accordance with the instructions printed thereon, to which cheques or banker's cashier orders should be payable to "The Bank of East Asia (Nominees) Limited – Emperor Watch and Jewellery Public Offer" and securely stapled, should be deposited in any of the special collection boxes provided at any one of the branches of The Bank of East Asia, Limited referred to above on the following dates during the following times:

Monday, 30 June 2008	– 9:00 a.m. to 5:00 p.m.
Wednesday, 2 July 2008	– 9:00 a.m. to 5:00 p.m.
Thursday, 3 July 2008	– 9:00 a.m. to 5:00 p.m.
Friday, 4 July 2008	– 9:00 a.m. to 5:00 p.m.
Saturday, 5 July 2008	– 9:00 a.m. to 1:00 p.m.
Monday, 7 July 2008	– 9:00 a.m. to 5:00 p.m.
Tuesday, 8 July 2008	– 9:00 a.m. to 5:00 p.m.
Wednesday, 9 July 2008	– 9:00 a.m. to 5:00 p.m.
Thursday, 10 July 2008	– 9:00 a.m. to 5:00 p.m.
Friday, 11 July 2008	– 9:00 a.m. to 12:00 noon

Investors can also apply for Public Offer Shares by giving **electronic application instructions** to HKSCC as follows:

1. CCASS Investor Participants can give **electronic application instructions** to HKSCC through the CCASS Phone System by calling 2979 7888 or through the CCASS Internet System (<https://ip.ccass.com>) (using the procedures contained in HKSCC's "An Operating Guide for Investor Participants" in effect from time to time). HKSCC can also input **electronic application instructions** for CCASS Investor Participants on their behalf if they go to the Customer Service Centre of HKSCC at 2/F., Vicwood Plaza, 199 Des Voeux Road Central, Hong Kong and complete an input request form. Prospectuses are also available for collection at the Customer Service Centre of HKSCC; and

2. those who are not CCASS Investor Participants can instruct their brokers or custodians who are CCASS Clearing Participants or CCASS Custodian Participants to give **electronic application instructions** to HKSCC via CCASS terminals to apply for Public Offer Shares on their behalf.

CCASS Clearing/Custodian Participants can input **electronic application instructions** at the following times on the following dates:

Monday, 30 June 2008	– 9:00 a.m. to 8:30 p.m.⁽¹⁾
Wednesday, 2 July 2008	– 8:00 a.m. to 8:30 p.m.⁽¹⁾
Thursday, 3 July 2008	– 8:00 a.m. to 8:30 p.m.⁽¹⁾
Friday, 4 July 2008	– 8:00 a.m. to 8:30 p.m.⁽¹⁾
Saturday, 5 July 2008	– 8:00 a.m. to 1:00 p.m.⁽¹⁾
Monday, 7 July 2008	– 8:00 a.m. to 8:30 p.m.⁽¹⁾
Tuesday, 8 July 2008	– 8:00 a.m. to 8:30 p.m.⁽¹⁾
Wednesday, 9 July 2008	– 8:00 a.m. to 8:30 p.m.⁽¹⁾
Thursday, 10 July 2008	– 8:00 a.m. to 8:30 p.m.⁽¹⁾
Friday, 11 July 2008	– 8:00 a.m.⁽¹⁾ to 12:00 noon

Note:

- (1) These times are subject to change as HKSCC may determine from time to time with prior notification to CCASS Clearing/Custodian Participants.

CCASS Investor Participants can input **electronic application instructions** from 9:00 a.m. on Monday, 30 June 2008 until 12:00 noon on Friday, 11 July 2008 (24 hours daily, except the last application day).

The application lists will open from 11:45 a.m. to 12:00 noon on Friday, 11 July 2008 (or such later date as may apply in case of certain bad weather conditions as described in the section headed “How to apply for Public Offer Shares” under the respective sub-paragraphs in the Prospectus relating to the effect of bad weather on the opening of the application lists and on inputting **electronic application instructions**).

Subject to the terms and conditions set out in the Prospectus and the related Application Forms, applications under the **WHITE** or **YELLOW** application forms or through **electronic application instructions** to HKSCC must be received by no later than 12:00 noon on Friday, 11 July 2008 (or such later date as may apply in the case of a tropical cyclone warning signal No. 8 or above or a “black” rainstorm warning signal being in force as described in the section headed “How to apply for the Public Offer Shares” under the respective sub-paragraphs in the Prospectus relating to the effect of bad weather on the opening of the application lists and on inputting **electronic application instructions**). The Company expects to announce the final Offer Price, the level of indication of interest in the Placing and the basis of allotment of the Public Offer Shares in The Standard (in English) and the Sing Tao Daily and the Hong Kong Daily News (in Chinese) on Thursday, 17 July 2008.

Results of allocations in the Public Offer, including the Hong Kong identity card/passport/Hong Kong business registration numbers of successful applicants (where supplied) and the number of Public Offer Shares successfully applied for under **WHITE** and **YELLOW** application forms or by giving **electronic application instructions** to HKSCC, will be made available at the times and dates and in the manner specified below:

- results of allocations can be found in the Company’s announcement to be posted on the website of the Company at www.emperorwatchjewellery.com and the Stock Exchange at www.hkex.com.hk on Thursday, 17 July 2008;
- results of allocations will be available from the Public Offer allocation results telephone enquiry line. Applicants may find out whether or not their applications have been successful and the number of Public Offer Shares allocated to them, if any, by calling 2980 1833 between 9:00 a.m. and 6:00 p.m. on Thursday, 17 July 2008 to Monday, 21 July 2008;
- results of allocations will be available from the website at www.tricor.com.hk/ipo/result on a 24-hour basis from 8:00 a.m. Thursday, 17 July 2008 to 12:00 midnight on Wednesday, 23 July 2008. The user will be required to key in the Hong Kong identity card/passport/Hong Kong business registration number provided in his/her/its application form to search for his/her/its own allocation result; and
- special allocation results booklets setting out the results of allocations will be available for inspection during opening hours of individual branches from Thursday, 17 July 2008 to Monday, 21 July 2008 at all the receiving bank branches at the addresses set out in the paragraph headed “Where to collect the Prospectus and Application Forms” under the section headed “How to apply for the Public Offer Shares” in the Prospectus.

If you have applied for 1,000,000 Public Offer Shares or above on a **WHITE** application form and have indicated on your application form that you wish to collect your Share certificate(s) and/or refund cheque (if any) in person, you may collect it/them in person from Tricor Secretaries Limited at 26th Floor, Tesbury Centre, 28 Queen’s Road East, Wanchai, Hong Kong from 9:00 a.m. to 1:00 p.m. on the date notified by the Company in the newspapers as the date of despatch of Share certificates and refund cheques, which is expected to be Thursday, 17 July 2008. Individual applicants who opt for personal collection must not authorise any other person to make collection on their behalf. Applicants being corporations who opt for personal collection must attend by their authorised representatives bearing letters of authorisation from their corporations stamped with the corporations’ chops. Both individuals and authorised representatives (if applicable) must, in any event, produce, at the time of collection, evidence of identity acceptable to Tricor Secretaries Limited.

If you do not collect your share certificate(s) and/or refund cheque (if any) within the time for collection specified above, they will be sent to you by ordinary post to the address as specified in your application form (or the address of the first-named applicant in case of a joint application) and at your own risk shortly after the time for collection.

If you have applied for 1,000,000 Public Offer Shares or above and have not indicated on your application form that you will collect your Share certificate(s) and/or refund cheque (if any) in person; or if you have applied for less than 1,000,000 Public Offer Shares, your Share certificate(s) and/or refund cheque (where applicable) will be sent to the address on your application form (or the address of the first-named applicant in case of a joint application) by ordinary post and at your own risk on the date of despatch.

If you have applied for the Public Offer Shares on **YELLOW** application forms or by giving **electronic application instructions** to HKSCC and your application is wholly or partially successful, your Share certificate(s) will be issued in the name of HKSCC Nominees Limited and deposited directly into CCASS for credit to your CCASS Investor Participant stock account or the stock account of your designated CCASS Participant submitting **YELLOW** application forms or giving **electronic application instructions**

on your behalf as instructed by you at the close of business on Thursday, 17 July 2008 or under contingent situation, on any other date as shall be determined by HKSCC or HKSCC Nominees Limited. You should check the number of Public Offer Shares allotted to you (and the amount of refund money payable to you if you have instructed a CCASS Clearing/Custodian Participant to give electronic application instructions on your behalf) with your designated CCASS Participant if you are applying through a designated CCASS Participant (other than a CCASS Investor Participant). If you have applied for the Public Offer Shares as a CCASS Investor Participant, we expect to publish the results of CCASS Investor Participants' applications together with the results of the Public Offer in The Standard (in English) or in the Sing Tao Daily and the Hong Kong Daily News (in Chinese) on Thursday, 17 July 2008. You should check the announcement published by the Company and report any discrepancies to HKSCC before 5:00 p.m. on Thursday, 17 July 2008 or such other date as shall be determined by HKSCC or HKSCC Nominees Limited. Immediately after the credit of the Public Offer Shares to your stock account, you can check your new account balance via the CCASS Phone System and CCASS Internet System (under the procedures contained in HKSCC's "An Operating Guide for Investor Participants" in effect from time to time) if you are applying as a CCASS Investor Participant. For CCASS Investor Participants, HKSCC will also make available an activity statement showing the number of Public Offer Shares credited to your CCASS Investor Participant stock account and the amount of refund monies credited to your designated bank account, if you have given **electronic application instructions** to HKSCC.

The Company will not issue any temporary documents of title or evidence of title. No receipt will be issued for application monies paid.

If your application is wholly or partially unsuccessful or if the final Offer Price is determined at less than HK\$0.43 per Offer Share, the Company will refund the appropriate amount of your application monies, brokerage, SFC transaction levy and Stock Exchange trading fee to you without interest. All refunds will be made by a cheque crossed "Account payee only", and made out to you, or, if you are joint applicants, to the first-named applicant on your application form. If you have given **electronic application instructions** to HKSCC via CCASS, refunds (if any) will be credited to your CCASS Investor Participant designated bank account or the designated bank account of the designated CCASS Participant through which you are applying on Thursday, 17 July 2008.

The Share certificates will only become valid evidence of title if the Share Offer has become unconditional and the Underwriting Agreement has not been terminated in accordance with its terms.

Dealings in the Shares on the Stock Exchange are expected to commence on Monday, 21 July 2008. The Shares will be traded in board lots of 10,000 Shares each. The stock code of the Shares is 887.

By order of the Board
Emperor Watch & Jewellery Limited
Cindy Yeung
Director

Hong Kong, 30 June 2008

As at the date of this announcement, the executive Directors are Ms. Cindy Yeung, Mr. Chan Hung Ming, Mr. Wong Chi Fai and Ms. Fan Man Seung, Vanessa, and the independent non-executive Directors are Ms. Yip Kam Man, Ms. Lai Ka Fung, May and Mr. Chan Hon Piu.

Please also refer to the published version of this announcement in The Standard.