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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 is expected to record a consolidated loss for the six months ended 30 June 2015 (“**Period**”) as compared with a consolidated profit for the corresponding six months ended 30 June 2014. Such consolidated loss is mainly attributable to (1) a decline in revenue as a result of (i) a decline in foot traffic largely due to the strong Hong Kong dollar and unfavourable Hong Kong tourism environment following local protest in the previous year; and (ii) weakened consumer sentiment in response to the continued austerity initiatives; and (2) an increase of rental cost.

As the Group’s interim results for the Period have not yet been finalized, the information contained in this announcement is only based on the information currently available and preliminary review on the unaudited consolidated management accounts and the same 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 2015.

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, 24 July 2015

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
Mr. Chan Hon Piu
Ms. Lai Ka Fung, May