



英皇鐘錶珠寶有限公司
EMPEROR WATCH & JEWELLERY LIMITED

A Leading Watch & Jewellery Retailer

Company Structure

Shareholding:

Emperor Group (~63%)

Public (~37%)

Emperor Watch & Jewellery Limited (887.HK)



Revenue Mix:

Watch Business
(72%)

Jewellery Business
(28%)

Authorised dealer of
international
watch brands

Sale of fine gold, diamond, gem
stone, jade, pearl and other
jewellery products under
brand



Competitive Strengths

- 👑 Comprehensive watch brand mix
- 👑 Wide recognition of  as a prestigious jewellery brand
- 👑 Strong presence at prime retail locations across mainland China, Hong Kong, Macau, Singapore and Malaysia
- 👑 Achieve synergies with group sister companies
- 👑 Excellent direct sales channels
- 👑 Proficient management team



Elly x Angus Yeung
Chinese Wedding Fine Gold Collection,
2023-2025



Elly x Angus Yeung
One Vow Two Love Collection,
2023-2025



Joey Yung
Heartbeat Collection, 2018-2024



Hins Cheung
CORE & ENCORE Collection, 2023-2025



Le Petit Prince Collection



英皇鐘錶珠寶有限公司
EMPEROR WATCH & JEWELLERY LIMITED

Watch Business

Comprehensive Watch Brand Mix

Hong Kong: 20 Dealerships

- | | |
|------------------|------------------|
| Baume & Mercier | IWC Schaffhausen |
| Bedat & Co | Jaeger-LeCoultre |
| Bell & Ross | Omega |
| Blancpain | Officine Panerai |
| Breguet | Parmigiani |
| Breitling | Patek Philippe |
| Cartier | Piaget |
| Chopard | Rolex |
| Girard-Perregaux | Tag Heuer |
| H.Moser & Cie | Tudor |

Mainland China: 7 Dealerships

- Baume & Mercier (名士)
Carl F. Bucherer (寶齊萊)
Franck Muller (法穆蘭)
Piaget (伯爵)
Rolex (勞力士)
Tudor (帝舵表)
Zenith (真力時)

Singapore: 7 Dealerships

- Blancpain
Breguet
Cartier
Corum
Patek Philippe
Rolex
Tudor

Close Relationship with Watch Brand Suppliers



Mr. Thierry Stern, President of Patek Philippe (Right 2) Mr. & Mrs. Philippe Stern, Honorary President of Patek Philippe (Left 3 & 4)



Mr. Maxim Lamarre
CEO Greater China of Rolex
(Hong Kong) Limited (Right)



Mr. Cyrille Vigneron,
CEO of Cartier (Left)



Co-op advertising campaigns
with watch brand suppliers



Mr. Raymond Law, Brand Manager of Tudor (Left 2)
Mr. Hans-Peter Bouvard, General Manager of Rolex
(Shanghai) Limited Beijing Branch (Right 1)

Regional Watch Price



Rolex
"Cosmograph Daytona"
Oystersteel

HKD124,000
RMB126,400
SGD22,100



Rolex
"GMT-Master II"
Oystersteel

HKD89,500
RMB91,200
SGD16,000



Rolex
"Day-Date"
Yellow Gold

HKD312,200
RMB318,200
SGD55,750



Cartier
"Ballon Bleu"
Medium Rose Gold

HKD323,000
RMB317,000
SGD59,500



Patek Philippe
"Grand Complications"
Rose Gold

HKD793,400
RMB914,700
SGD138,400



英皇鐘錶珠寶有限公司 EMPEROR WATCH & JEWELLERY LIMITED

Jewellery Business



Quality Diamond and Jadeite with Emphasis on Design


- EMPEROR 英皇珠寶 brand offers comprehensive product range which includes not only fine gold, diamond, jadeites, but also pearl and colour stones
- Emphasis on our exquisite quality, skillful craftsmanship, delicacy and stylish designs

Stringent Quality and Service Standards

Product Quality

- Assure quality and authenticity of the gem-sets
 - ~90% of diamond stones weighting 1ct or above are in upper colour range (i.e. colour D to J)
- 
- >90% of diamond stones weighting 1ct or above are certified by GIA

Service Standards

- Emphasis on product knowledge of the staff and professional services to the customers
 - Enhance staff development through comprehensive trainings on product knowledge, market trends and customer service skills
 - Advise tips on jewellery care and maintenance
 - Offer comprehensive after-sale services
- 
- Recognised as Quality Tourism Services-accredited shop by HKTB

Charismatic Endless Collections

- Roll out various signature jewellery collections with unique charisma to build brand loyalty
- Introduce trendy and fashionable jewellery designs to meet consumers' needs
- Demonstrate feminine appeal with fine and delicate product quality



ColourfulME Collection



The Spotlight Collection

Widely Recognised as a Prestigious Brand

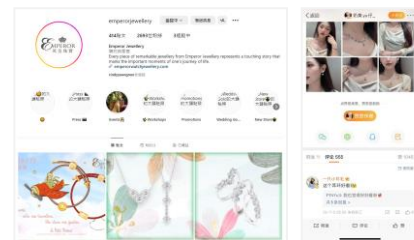
- Celebrities endorsement on advertisements and advertorials
- Online exposure in popular websites and social media channels
- Invite key opinion leaders to visit the stores regularly, in order to increase brand exposure via their sharing on social platforms



Joey Yung featuring Heartbeat Collection



Hins Cheung featuring CORE & ENCORE Collection



Instagram & Weibo

Exposure on social media platforms



英皇鐘錶珠寶有限公司
EMPEROR WATCH & JEWELLERY LIMITED

Financial Summary

Financial Review

HK\$ million	FY2021	FY2022	FY2023	YOY Changes
Revenue	3,927	3,684	4,823	+ 30.9%
Gross Profit	1,230	1,177	1,450	+ 23.2%
Adjusted EBITD*	365	376	470	+ 25.0%
Net Profit	205	222	299	+ 34.7%
Basic Earnings Per Share (HK Cents)	3.02	3.28	4.41	+ 34.5%

* Adjusted EBITD represents earnings before interest, tax and depreciation charge on the self-owned flagship store, which reflects the Group's core operating performance. The Group has fully adopted the HKFRS16, which amortization of right-of-use assets associated with rental lease agreements were included.

Emperor W&J recommended the payment of a final dividend of HK0.56 cent (2022: HK0.62 cent) per share. Together with the interim dividend of HK0.76 cent (2022: HK0.38 cent) per share, the total dividends per share for the year are HK1.32 cents (2022: HK1.0 cent).

Revenue Breakdown

Total Revenue	FY2021		FY2022		FY2023		Changes (%)
	(HK\$m)	Mix (%)	(HK\$m)	Mix (%)	(HK\$m)	Mix (%)	
By Product Segment							
Watch	3,269	83	3,017	82	3,480	72	+ 15.3
Jewellery	658	17	667	18	1,343	28	+ 101.3
<i>Fine Gold</i>	316	8	337	9	878	18	+ 160.5
<i>Diamond & Jade</i>	202	5	207	6	299	6	+ 44.4
<i>Others*</i>	140	4	123	3	166	4	+ 35.0
Total	3,927	100	3,684	100	4,823	100	+ 30.9
By Geographical Segment							
HK	1,739	45	1,653	45	2,510	52	+ 51.8
Macau	373	9	217	6	296	6	+ 36.4
Mainland China	1,228	31	1,186	32	1,373	29	+ 15.8
Southeast Asia**	587	15	628	17	644	13	+ 2.5
Total	3,927	100	3,684	100	4,823	100	+ 30.9

* Others mainly represent color stones and pearl

** Southeast Asia includes Singapore and Malaysia



英皇鐘錶珠寶有限公司
EMPEROR WATCH & JEWELLERY LIMITED

Financial Summary

Volume VS ASP

		FY2021	FY2022	FY2023
Watch	No. of Goods Sold (pcs)	32,507	29,956	35,458
	ASP (HK\$)	\$100,561	\$100,736	\$98,155
Fine Gold	No. of Goods Sold (pcs)	34,262	34,845	76,724
	ASP (HK\$)	\$9,237	\$9,674	\$11,448
Diamond and Jade	No. of Goods Sold (pcs)	10,909	12,173	18,051
	ASP (HK\$)	\$18,558	\$16,933	\$16,580
Others*	No. of Goods Sold (pcs)	70,218	49,493	84,619
	ASP (HK\$)	\$1,993	\$2,493	\$1,953

* Others mainly represent color stones and pearl

Key Performance Indicators

	FY2021	FY2022	FY2023
Same Store Sales* (Overall)	+ 41.9%	- 7.5%	+ 27.2%
Same Store Sales* (HK)	+ 46.7%	- 4.5%	+ 49.5%
Store Rental / Total Revenue	8.9%	8.8%	7.6%
Store Staff Cost / Total Revenue	5.7%	5.2%	5.3%
Marketing Cost / Total Revenue	0.4%	0.6%	0.6%
	YE2021	YE2022	YE2023
Inventory (HK\$)	\$2,711m	\$2,703m	\$3,060m
Stock Turnover Days	367 days	395 days	331 days
Cash on Hand (HK\$)	\$556m	\$664m	\$620m
Debts (HK\$)	\$165m	Nil	Nil
Net Gearing Ratio (Net Debts/NAV)	Zero**	Zero**	Zero**

* Same Store Sales represents the percentage change of total sales of the comparable stores year-on-year

** As the Group was in a net cash position, hence its net gearing ratio was zero



英皇鐘錶珠寶有限公司
EMPEROR WATCH & JEWELLERY LIMITED

Retail Network

Retail Network Covering Hong Kong, Macau, Mainland China, Singapore and Malaysia

	@31 Dec 2023					
	No. of stores				Net Floor Area	
	Multi-brand Watch Shop with/without Jewellery	Single-brand Watch Boutique	Emperor Jewellery Store	Total	Total (sq. ft.)	Average (sq. ft.)
Hong Kong	6	7	22	35	52,470	1,499
Macau	2	1	2	5	6,753	1,351
Mainland China	1	7	36	44	31,066	706
Singapore	2	5	1	8	6,333*	792*
Malaysia	0	0	1	1	1,898*	1,898*
Total	11	20	62	93	98,520	1,059

* Gross floor area





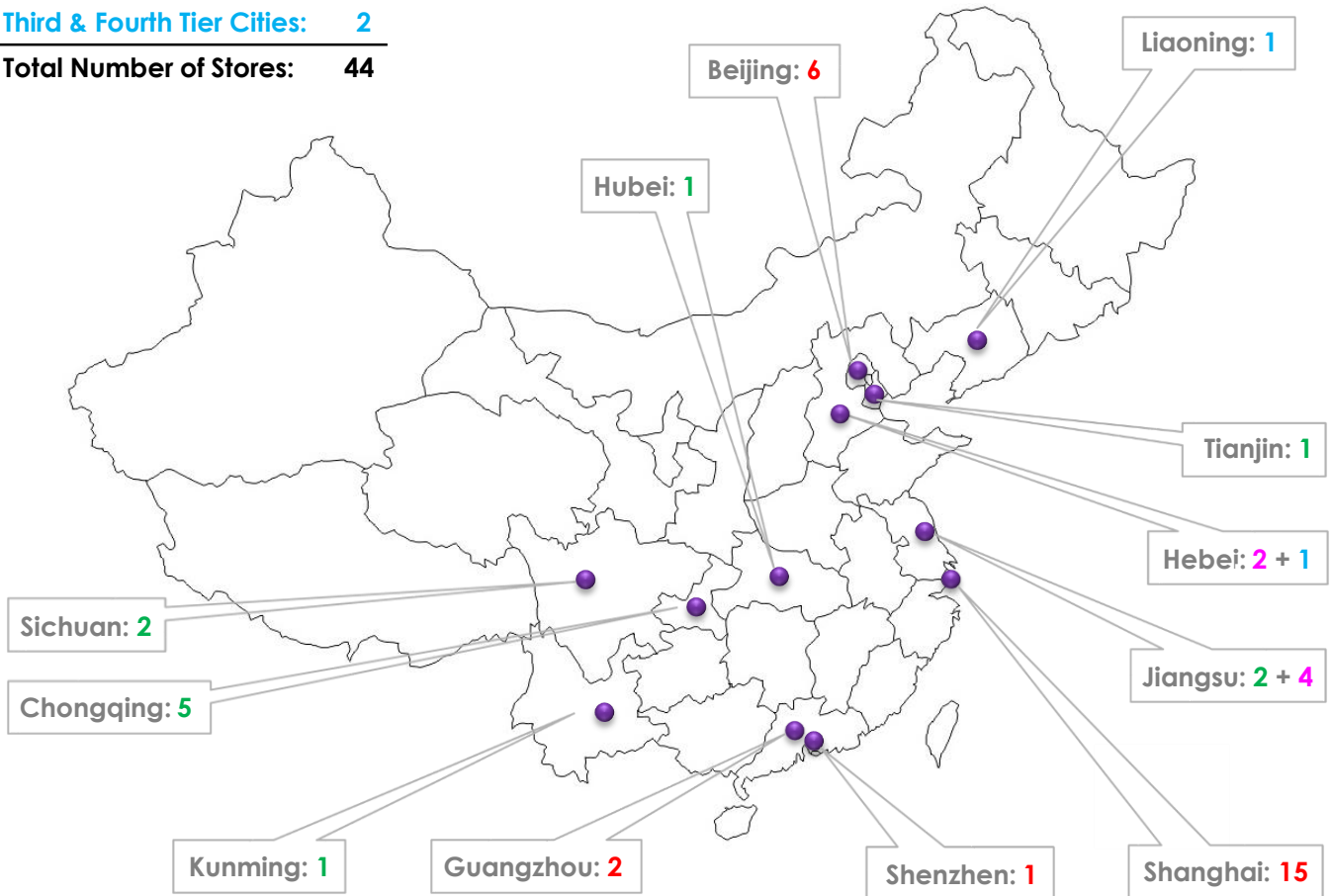
英皇鐘錶珠寶有限公司
EMPEROR WATCH & JEWELLERY LIMITED

Retail Network



Strategic Coverage in Mainland China

@ 31 Dec 2023

First Tier Cities:	24
New First Tier Cities:	12
Second Tier Cities:	6
Third & Fourth Tier Cities:	2
Total Number of Stores:	44



Store Expansion Plan in 2024

Opening Date		Shop Details
 Mainland China		
1	Q1 2024	<i>Emperor Jewellery Store</i> – Longfor Paradise Walk, Beijing
2	Q2 2024	<i>Emperor Jewellery Store</i> – The MixC, Changzhou
 Macau		
3	Q1 2024	<i>Emperor Jewellery Store</i> – Studio City Macau
4	Q2 2024	<i>Emperor Jewellery Store</i> – Galaxy Macau



英皇鐘錶珠寶有限公司
EMPEROR WATCH & JEWELLERY LIMITED

Future Strategies

Enhance Jewellery Business

Expand jewellery business to enhance overall profit margin performance

- Increase sales amount by rolling out new collections and launching direct sales events on a regular basis
- Target to achieve 50% of overall revenue in medium to long term

Reinforce  brand positioning

- Position “**Emperor Jewellery**” as an light luxury
- Implement brand building programs and enhance brand exposure
- Actively participate in social media and collaborate with offline media
- Participate in regional/international fashion and jewellery shows

Deepen market penetration

- Increase stock level and offer attractive designs to drive sales in particular to the rising demand for gold
- Develop new products and designs to broaden customer groups and to encourage repeat purchases
- Continue to execute organic store expansion plan
- Revamp store image and create new environment to enhance shoppers' experience and enable effective customer segmentation

Identify e-commerce opportunities

- Strengthen online to offline interaction by rolling out regular promotion activities and encouraging online shopping and redeeming rewards offline, thereby facilitate two-way communications with target customers
- Operate e-commerce through online shopping platforms (e.g. HKTVmall, Tmall, jd.com) to capture massive potentials of internet and mobile users, and establish a solid foundation for e-commerce and social media
- Enhance brand visibility on various websites to draw target customers from online to offline
- Expand user database for analysing customer demographics and formulating effective marketing strategy



HKTVmall



Tik Tok



JD.com



Tmall

Investor Relations Contact

Anna Luk
Group IR Director
Direct Line: 852-2835 6783
Email: annaluk@emperorgroup.com

Janice Au
Group IR Manager
Direct Line: 852-2835 6799
Email: janiceau@emperorgroup.com