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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)

POSITIVE PROFIT ALERT

This announcement is made by Emperor Watch & Jewellery Limited (“**Company**”, together with its subsidiaries collectively referred to as “**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 (Chapter 571, the Laws of Hong Kong).

The board of directors of the Company (“**Board**”) wishes to inform the shareholders and potential investors of the Company that, based on the preliminary review on the latest available financial information of the Group, the Group expects to record a net profit of not less than HK\$420 million (2024: HK\$257 million) for the year ended 31 December 2025 (“**Year**”). The significant increase of over 60% in the net profit during the Year is mainly attributable to an increase in its total revenue and overall gross profit due to the remarkable retail performance of the Group in Hong Kong and Chinese Mainland.

As the Group’s audited annual results for the Year (“**Annual Results**”) have not yet been finalised, the information contained in this announcement is only based on the information currently available. Publication of the Annual Results is scheduled to be made in late March 2026.

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

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

Hong Kong, 27 January 2026

As at the date of this announcement, the Board comprises:

<i>Executive Directors:</i>	Ms. Cindy Yeung Mr. Leung Ho Cheong, Larry Ms. Fan Man Seung, Vanessa
<i>Independent Non-executive Directors:</i>	Mr. Liu Hing Hung Mr. Law, Michael Ka Ming Ms. Lai Ka Fung, May