



**CHOW SANG SANG HOLDINGS INTERNATIONAL LIMITED**

**周生生集團國際有限公司\***

*(Incorporated in Bermuda with limited liability)*

**Stock code: 116**

**Chow Sang Sang announces 2024 Interim Results**

**Consolidated turnover from continuing operations for the first half of 2024**

**decreased by 13% to HK\$11,313 million**

**Net profit decreased by 36% to HK\$526 million**

[27 August 2024, Hong Kong] Chow Sang Sang Holdings International Limited (the “Company”, together with its subsidiaries, the “Group”) is pleased to announce its unaudited interim results for the six months ended 30 June 2024 (“the Period”).

The Group’s consolidated turnover from continuing operations for the first half of 2024 decreased by 13% to HK\$11,313 million. Profit attributable to owners of the Company decreased by 36% to HK\$526 million. Profit attributable to owners of the Company from continuing operations decreased by 39% to HK\$502 million.

Although sales in all markets were dominated by gold jewellery and related products, we managed to increase our gross profit margin from 28.0% to 28.3% by fine-tuning our product assortment.

The Board has declared an interim dividend of HK15.0 cents per ordinary share for the Period.

**Retail of Jewellery and Watches**

The Group’s total jewellery and watch sales in the first half of 2024 decreased by 13% year-on-year, caused by weak jewellery sales in Mainland China, as well as Hong Kong and Macau markets. However, our operation in Taiwan continued its upward trend, achieving 18% year-on-year growth. The Group’s retail of jewellery and watches segment results decreased by 30% year-on-year.

In the first quarter of 2024, SSSG in Mainland China for gold jewellery and products was -3%, and +11% in Hong Kong and Macau. Gold price shot up in the second quarter, driving SSSG in Mainland China -24% and -25% in Hong Kong and Macau. Diamond jewellery sales in Mainland China, as well as Hong Kong and Macau followed the global downtrend, resulting in -42% and -21% SSSG respectively for gem-set jewellery.

**Store Network**

Total store number reached 1,010 as at 30 June 2024. During the Period, the Group opened 22 stores and closed 44 stores in Mainland China.

In Hong Kong, we added one Chow Sang Sang store in Wong Chuk Hang and closed one PROMESSA store in Tsim Sha Tsui. The number of 點睛品 stores in Macau remained at 8.

### **Chow Sang Sang Omni-Channel Retailing**

The Group's Omni-Remote Sales strategy encompasses online sales, Star Concierge Service and remote sales concluded outside-of-store with remote inventory. Omni-channel retailing brought in 28% (2023 1H: 30%) of the total sales in Mainland China.

Our online sales in Mainland China slowed in 2024 1H and decreased by 7% year-on-year. Online sales in Hong Kong, Taiwan and other regions maintained steady growth and increased 12% in the first half of 2024.

### **Product and Marketing**

Demand for gold jewellery and products was still dominant. Sales for “Cultural Blessings” collection of gold ornaments continued to grow in proportion. Though gem-set jewellery sales remained sluggish, brands under “EMPHASIS”, and “MARCO BICEGO” have continued to grow.

### **Outlook**

Nearly two months into the second half of 2024, it has become clear that we need to be prepared for a prolonged struggle against strong and biting economic headwinds battering our markets.

Our strengths lie in our self-run store business model, our reputation for attention to product design and workmanship and our quest for efficiency through innovation.

We will continue to optimise our store networks and exercise selectivity in new store openings. We have undertaken major refits for a number of existing retail stores to refresh and reinforce our brand image.

Through product innovation, we will expand product offerings through our existing brands as well as launching new collections tailor to customer needs.

We have been cutting back on our need for inventory by cultivating omni-channel sales. Our stores, all owned and operated by ourselves, are all working in the same direction.

*\*For identification purpose only*

*Remarks: For more details, please refer to the results announcement published on 27 August 2024. Unless the context requires otherwise, capitalised terms used in this press release shall have the same meanings as those defined in the results announcement.*

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## **About Chow Sang Sang**

For 90 years, Chow Sang Sang Group has always been guided by the visionary philosophy of “Sustained Vitality, Ever Rejuvenated” set forth by its founder, Mr. Chow Fang Pu. This philosophy has shaped the Group’s brand culture, allowing it to flourish and evolve over the years. The member companies of Chow Sang Sang International Holdings Limited (stock code: 116) specialise in the quality and craftsmanship of jewellery. At the forefront stands the widely recognised and esteemed store brand, “Chow Sang Sang,” offering a vast variety of high-quality jewellery for different occasions and needs.

The Group currently has around 1,000 self-operated stores in the Greater China region under multiple jewellery store brands, including PROMESSA, MINTYGREEN, and EMPHASIS. Reaching to customers globally via a network of 39 official and third-party e-commerce platforms, the Group is also the exclusive distributor of the Italian handmade jewellery brand, MARCO BICEGO, and an official retailer for renowned luxury watch brands, Rolex and Tudor.

For more information about Chow Sang Sang, please visit [www.chowsangsang.com](http://www.chowsangsang.com).