

**EMPEROR WATCH AND JEWELLERY LTD:  
ONLY MR ALBERT YEUNG SAU SHING COULD PULL THIS ONE OFF**

Say what you like about Mr Albert Yeung Sau Shing (), but don't even think that he is not a good businessman.

Because he is a great contortionist when it comes to creating money and/or bouncing back from one false step after another.

Mr Albert Yeung Sau Shing's latest adventure in the world of money-making is the floating off of Emperor Watch and Jewellery Ltd () on the Main Board of The Stock Exchange of Hongkong Ltd.

The **Initial Public Offering (IPO)** of this Company in the Hongkong Special Administrative Region (HKSAR) of the People's Republic of China (PRC), now recognised as Code 887, Main Board, The Stock Exchange of Hongkong Ltd, was launched on June 30, 2008.

All things considered, it was a financial success – for Mr Albert Yeung Sau Shing, that is.

While a number of other IPOs failed or only limped to the starting line, Mr Albert Yeung Sau Shing's IPO flew past the finish line as though there had never been any competition – ever!

The IPO was for the sale of shares in Mr Albert Yeung Sau Shing's retail chain, which specialises in retailing luxurious wrist watches, principally, in the HKSAR.

Emperor Watch and Jewellery Ltd only operates 8 retail outlets, but, over the past 3 Financial Years, the volume of activity at these 8 shops has risen by more than 150 percent.

The business of the Company and a brief overview of its activities is given at Page 58 of the Placing and Public Offer Prospectus as follows:

*'The Group is a retailer of watches and jewellery products in Hong Kong and Macau focusing on Swiss made luxurious watches of international brands and self-designed jewellery products. The brands of the watches sold by the Group include Audemars Piguet, Baume & Mercier, Blancpain, Breguet, Breitling, Carl F. Bucherer, Cartier, Chopard, Corum, Delaneau, Ferrari, Franck Muller, Gerald Genta, Girard Perregaux, IWC, Jaeger LeCoultre, Longines, Movado, Omega, Panerai, Patek Philippe, Piaget, Raymond Weil, Rolex, Tag Heuer, Tudor, Ulysse Nardin, Vacheron Constantin and Zenith. The Directors believe that all of these brands are internationally renowned names whose target customers are mainly middle to high income earners.*

*'For jewellery products, the Group is principally engaged in product design and development, procurement, marketing and promotion, distribution and retail. The Group launches new jewellery products of different designs and styles under different themes from time to time. Hundreds of new jewellery products designed by the Group are launched and marketed under these new themes.*

*'As at the Latest Practicable Date, retail network of the Group comprised of 8 retail outlets*

in Hong Kong and 1 retail outlet in Macau ...

### ***'Revenue***

*'The following table shows a breakdown of the Group's turnover by geographical locations and products during the Track Record Period:*

<i>Year ended 31 December</i>						
<i>2005</i>		<i>2006</i>		<i>2007</i>		
	<i>HK\$'000</i>	<i>% of total</i>	<i>HK\$'000</i>	<i>% of total</i>	<i>HK\$'000</i>	<i>% of total</i>
<i>Hong Kong</i>						
Watches	554,974	86.0%	890,429	82.1%	1,292,119	82.7%
Jewellery	90,290	14.0%	143,660	13.3%	191,546	12.3%
<i>Macau</i>						
Watches	—	—	34,663	3.2%	53,965	3.5%
Jewellery	—	—	15,643	1.4%	23,833	1.5%
<i>Total</i>	<u>645,264</u>	<u>100.0%</u>	<u>1,084,395</u>	<u>100.0%</u>	<u>1,561,463</u>	<u>100.0%</u>

### **The Flotation**

Emperor ... [CLICK TO ORDER FULL ARTICLE](#)

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