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## **CHOW TAI FOOK JEWELLERY GROUP LIMITED**

**周大福珠寶集團有限公司**

*(Incorporated in the Cayman Islands with limited liability)*

Stock Code: 1929

### **THE UNAUDITED KEY OPERATIONAL DATA FOR THE THREE MONTHS ENDED 31 MARCH 2018**

Chow Tai Fook Jewellery Group Limited (the “Company”), together with its subsidiaries (the “Group”), hereby announce certain unaudited key operational data of the Group for the three months ended 31 March 2018 (the “Fourth Quarter”, or the “Quarter”). The unaudited key operational data in this announcement should be read in conjunction with the Company’s FY2017/18 interim report.

#### **KEY OPERATIONAL DATA**

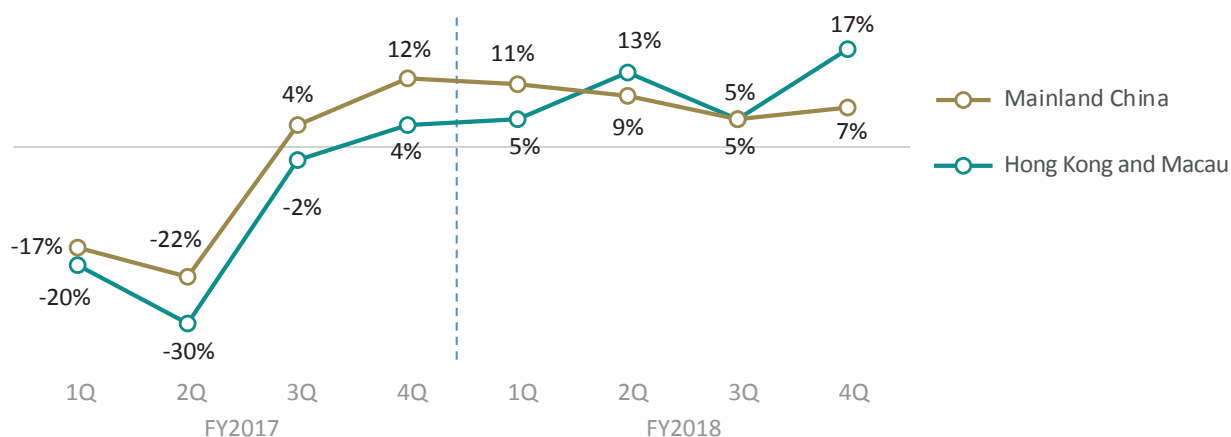
**For the three months ended 31 March 2018**

	<b>(% change compared to the same period last year)</b>	
	<b>Mainland China</b>	<b>Hong Kong and Macau</b>
Retail Sales Value <sup>(1)</sup> (“RSV”) growth	13%	11%
Same Store Sales <sup>(2)</sup> (“SSS”) growth	7%	17%
Same Store Sales volume growth	3%	13%
<b>Same Store Sales growth by product</b>		
— Gem-set jewellery	-8%	16%
— Gold products	14%	18%

<sup>(1)</sup> “Retail Sales Value” measures the sales at the ending price (VAT inclusive, if any), in respective functional currencies, of products sold to customers in the POS network and other channels.

<sup>(2)</sup> “Same Store Sales” for the Fourth Quarter is the revenue from the self-operated POS existing as at 31 March 2018 and which have been opened prior to 1 April 2016. Revenue from wholesale and other channels are excluded.

## Same Store Sales Growth

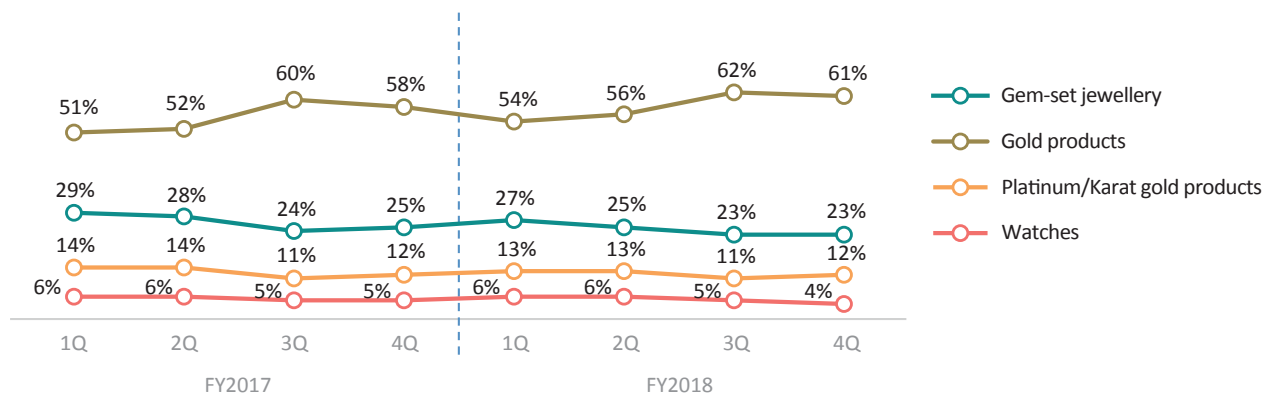


- RSV and SSS performance of both Mainland China and Hong Kong and Macau markets in the Fourth Quarter continued to improve year-on-year. Hong Kong and Macau market recorded a relatively stronger growth during the Quarter, benefitting from the improving consumer sentiment and reviving Mainland visitation.
- In Mainland China, SSSG of gem-set jewellery declined while RSV growth stayed positive and same store Average Selling Price (“ASP”) improved to HK\$7,100 (4QFY2017: HK\$6,500). In Hong Kong and Macau, both volume and ASP at same store level increased during the Quarter. Same store volume recorded a double-digit growth and ASP improved to HK\$13,000 (4QFY2017: HK\$12,400) during the Quarter.
- SSS performance of gold products in both markets was driven by the increase in volume and ASP, where the improvement in ASP was due to the increase in gold price and average weight per gold product sold. Same store ASP was HK\$4,400 (4QFY2017: HK\$3,900) in Mainland China while HK\$7,900 (4QFY2017: HK\$7,000) in Hong Kong and Macau in the Quarter. The average international gold price in the Quarter rose by 9% when compared to the same period last year.

## Analysis by Market

### Mainland China

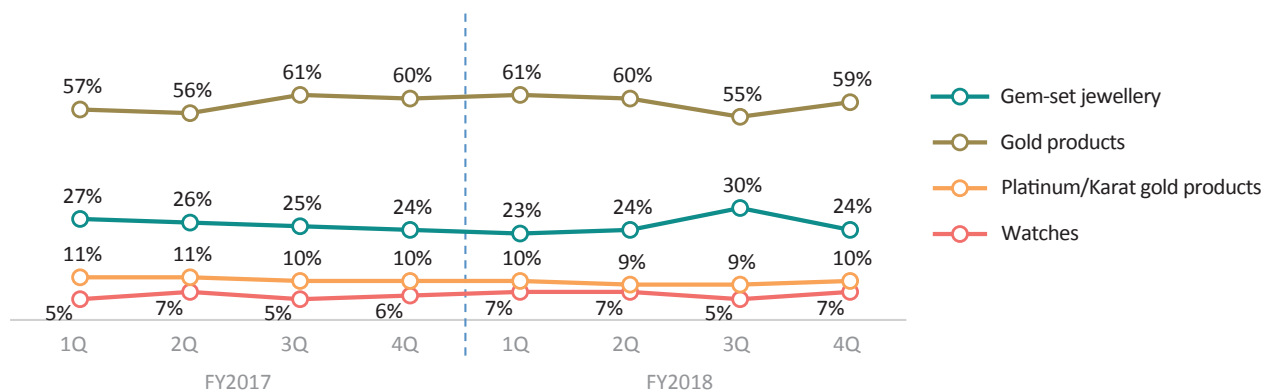
% of respective RSV by product



— RSV of e-commerce of jewellery business in Mainland China grew at 38% year-on-year accompanied by a volume increase of 34% in the Fourth Quarter.

### Hong Kong and Macau

% of respective RSV by product



*Note:* The percentages calculated are subject to minor rounding differences

— The percentage of RSV settled by China UnionPay, Alipay, WeChat Pay or RMB to the total RSV of Hong Kong and Macau market, a proxy for sales contribution from Mainland tourists, improved to 51% in the Quarter as compared to 44% of the same period last year.

## POS Network

- The Group opened a net of 20 POS during the Quarter, which included a net opening of 17 POS in Mainland China, 1 POS in Hong Kong and Macau, 1 POS in Taiwan, 2 POS in Korea and a net closing of 1 POS in the United States, bringing the total number of POS to 2,585 as at 31 March 2018.

## CAUTION STATEMENT

The Board wishes to remind investors that the above operational update is based on the Company's internal records and management accounts for the three months ended 31 March 2018 which have not been reviewed or audited by auditors of the Company. **Shareholders of the Company and potential investors are advised to exercise caution when dealing in the shares of the Company.**

By order of the Board  
**Chow Tai Fook Jewellery Group Limited**  
**Dr. Cheng Kar-Shun, Henry**  
*Chairman*

Hong Kong, 16 April 2018

*As at the date of this announcement, the executive directors are Dr. Cheng Kar-Shun, Henry, Mr. Wong Siu-Kee, Kent, Dr. Cheng Chi-Kong, Adrian, Mr. Cheng Chi-Heng, Conroy, Mr. Chan Sai-Cheong, Mr. Suen Chi-Keung, Peter, Mr. Chan Hiu-Sang, Albert, Mr. Cheng Ping-Hei, Hamilton and Mr. Liu Chun-Wai, Bobby; the non-executive director is Mr. Cheng Kam-Biu, Wilson; and the independent non-executive directors are Mr. Cheng Ming-Fun, Paul, Dr. Fung Kwok-King, Victor, Mr. Kwong Che-Keung, Gordon, Mr. Lam Kin-Fung, Jeffrey and Dr. Or Ching-Fai, Raymond.*