



**【 For Immediate Release 】**

**Lukfook Jewellery  
Opened the Third Malaysia Shop at 6,000 feet**

(Hong Kong, 4 July 2018) — **Luk Fook Holdings (International) Limited** (“Lukfook” / the “Group”) (Stock Code: 00590) is pleased to announce the opening of its third retail shop in Malaysia, located at the Genting Highlands Resort of Malaysia. To celebrate this occasion, the Group hosted a grand opening ceremony on 29 June, and invited Ms. Angela Hoe Cheng Heng, Vice President – Retail & Tenancy of Genting Malaysia Berhad, Mr. Steven Siow Dek Kuen, President of Federation of Goldsmiths and Jewellers Association of Malaysia, Mr. Chiah Hock Yew, Deputy President of Federation of Goldsmiths and Jewellers Association of Malaysia, Mr. E.S. Tan, Managing Director of Asia Pacific Diamond Sdn. Bhd. & Ocean Kingdom Sdn. Bhd., Mr. Datuk Henry Yip Choong Hung, Vice President of Hong Kong – Malaysia Business Association, Ms. Normah Osman, Senior Director of Multilateral Trade Policy and Negotiations Division, Ministry of International Trade and Industry (MITI), Mr. Izwan Bin Abdullah, Manager – Centre Advertising & Promotions Tenancy Management of Genting Malaysia Berhad, and Mr. Wong Wai Tong, Director of Luk Fook (Control) Limited as officiating guests, together with Miss Astro Chinese International Pageant and the Most Promising Actress awardee of 25<sup>th</sup> Malaysia Film Festival, Ms. JoJo Goh as the master of ceremony, to witness this significant moment with business associates and tourists from all over the world. On the day of the event, Lukfook shared the happiness with guests through giving away hundred of Rilakkuma™ Gold Coins.

**Mr. Wong Wai Sheung, Chairman and Chief Executive of the Group** said, “As a preferred and trustful renowned jewellery brand, the Group is dedicated to providing global customers with high-quality jewellery products, unparalleled shopping experience, as well as caring and professional services. With the drive for the Belt and Road Initiative, together with booming tourism of Southeast Asia, the Group is optimistic about the prospects of the region. Following the opening of two retail shops at Pavilion Elite and Suria KLCC in Kuala Lumpur in 2016, the Group establishes a new retail shop at a 6,000-foot highland famous tourist spot – Genting Highlands of Malaysia to further expand our retail footprint, which fulfils the corporate vision of ‘Brand of Hong Kong, Sparkling the World’”.

The Group has always been identifying new business opportunities in the international market and explore markets of enormous development potential. The Group has stepped into the Southeast Asia market since 2010 and currently has over 1,660 retail shops across nine countries and regions. The new shop is located at Sky Avenue shopping mall of Genting Highlands Resort on the peak of Genting Highlands, which floods with world-renowned brands and tourists. Genting Highlands is renowned as ‘a Sky City of Entertainment’ that owns theme parks, convention centre, shopping malls, casinos, theatres and so on. With well-established transportation network, it is an entertainment attraction for tourists around the globe for shopping and leisure. The Group intends to reach out to more tourists and customers in Malaysia and further improve our brand recognition in overseas markets.

**Address:** T2A-32A of Level T2A, Sky Avenue, Genting Highlands Resort, 69000 Genting Highlands, Pahang Darul Makmur, Malaysia

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Photo of the opening ceremony of the new shop at Genting Highlands Resort in Malaysia



Ms. Normah Osman, Senior Director of Multilateral Trade Policy and Negotiations Division, Ministry of International Trade and Industry (MITI) (second left), Mr. Chiah Hock Yew, Deputy President, Federation of Goldsmiths and Jewellers Association of Malaysia (third left) · Mr. Steven Siow Dek Kuen, President, Federation of Goldsmiths and Jewellers Association of Malaysia (fourth left), Mr. Samuel Wong, Director of Luk Fook (Control) Limited & Business Director of Lukfook Group (fifth left), Ms. Angela Hoe Cheng Heng Vice President – Retail & Tenancy of Genting Malaysia Berhad (fifth right), Mr. E.S. Tan, Managing Director of Asia Pacific Diamond Sdn. Bhd. & Ocean Kingdom Sdn. Bhd. (fourth right), Mr. Datuk Henry Yip Choong Hung, Vice President of Hong Kong – Malaysia Business Association (third right), Mr. Izwan Bin Abdullah, Manager – Centre Advertising & Promotions Tenancy Management of Genting Malaysia Berhad (second right) participated in the ribbon-cutting ceremony for the new “Lukfook Jewellery” shop at Genting Highlands Resort

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## **About Luk Fook Holdings (International) Limited (Stock Code: 00590.HK)**

The Group principally engages in the sourcing, designing, wholesaling, trademark licensing and retailing of a variety of gold and platinum jewellery and gem-set jewellery products, with over 1,660

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## LUKFOOK GROUP

shops in Hong Kong, Macau, Mainland China, Singapore, Malaysia, Cambodia, Philippines, the United States, Canada and Australia. The Group will continue to identify new business opportunities in the international market in response to its corporate vision, “Brand of Hong Kong, Sparkling the World”.

**For more information, please visit the official website of Lukfook Group at [www.lukfook.com](http://www.lukfook.com).**

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