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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 30 JUNE 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 30 June 2018 (the “First Quarter”, or the “Quarter”). The unaudited key operational data in this announcement should be read in conjunction with the Company’s FY2018 annual report.

KEY OPERATIONAL DATA

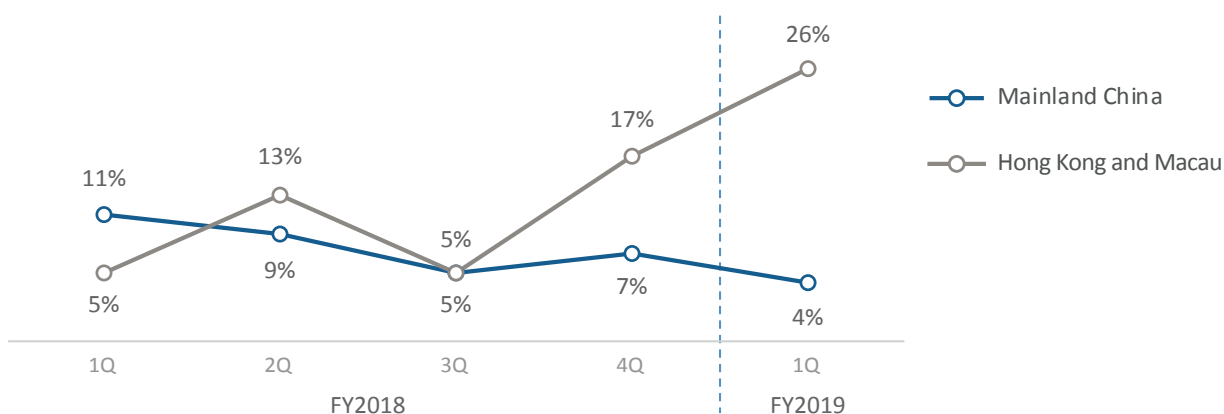
For the three months ended 30 June 2018

	(% change compared to the same period last year)	
	Mainland China	Hong Kong and Macau
Retail Sales Value ⁽¹⁾ (“RSV”) growth	11%	21%
Same Store Sales ⁽²⁾ (“SSS”) growth	4%	26%
Same Store Sales volume growth	0%	13%
Same Store Sales growth by product		
— Gem-set jewellery	-4%	26%
— Gold products	11%	31%

⁽¹⁾ “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.

⁽²⁾ “Same Store Sales” for the First Quarter is the revenue from the self-operated POS existing as at 30 June 2018 and which have been opened prior to 1 April 2017. Revenue from wholesale and other channels are excluded.

Same Store Sales Growth

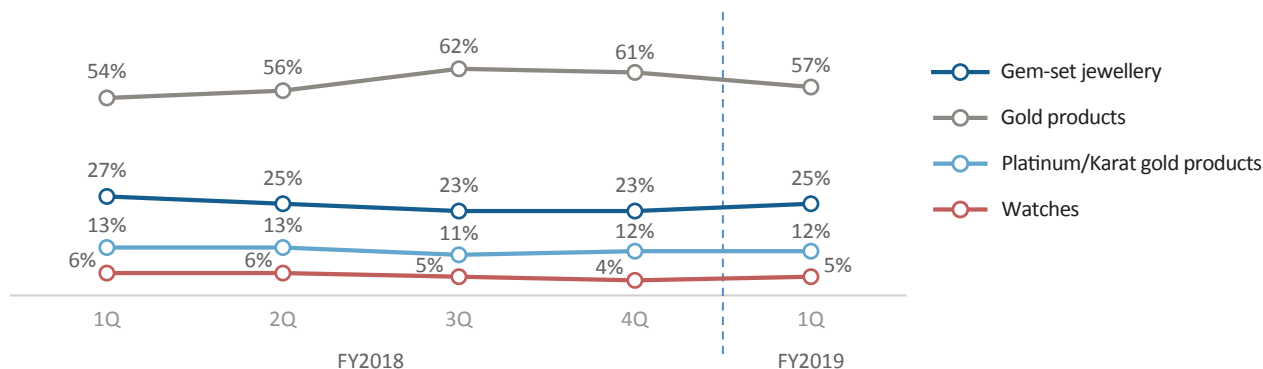


- RSV and SSS performance of both Mainland China and Hong Kong and Macau markets in the First Quarter continued to improve year-on-year. Hong Kong and Macau market recorded an impressive growth during the Quarter, benefitting from an improving local consumer spending and reviving Mainland visitation. In Mainland China, SSSG, inclusive of e-commerce business, reached 5% with a volume growth of 4%.
- In Mainland China, SSSG of gem-set jewellery declined by 4%. Yet, respective RSV growth stayed positive at 3%. Same store Average Selling Price (“ASP”) improved to HK\$7,000 (1QFY2018: HK\$6,500). In Hong Kong and Macau, both volume and ASP of gem-set jewellery increased at same store level during the Quarter. Same store volume recorded a double-digit growth and ASP reached HK\$11,100 (1QFY2018: HK\$10,900) during the Quarter.
- SSS performance of gold products in both markets was driven by the increase in volume and ASP. Same store ASP was HK\$4,100 (1QFY2018: HK\$3,800) in Mainland China while HK\$7,900 (1QFY2018: HK\$7,200) in Hong Kong and Macau in the Quarter. The average international gold price in the Quarter rose by 4% when compared to the same period last year.

Analysis by Market

Mainland China

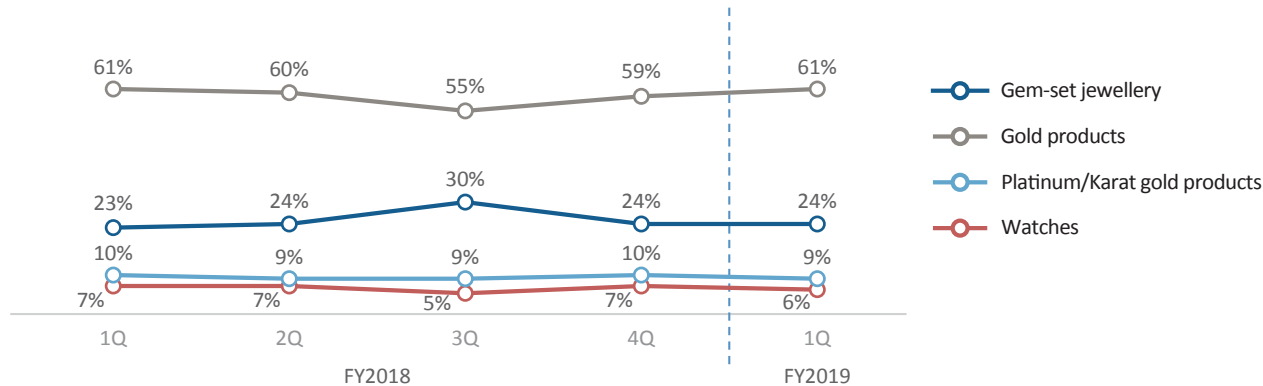
% of respective RSV by product



— RSV of e-commerce business in Mainland China grew at 24% year-on-year accompanied by a volume increase of 25% in the First 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 48% in the Quarter as compared to 41% of the same period last year.

POS Network

- The Group opened a net of 71 POS in Mainland China during the Quarter, which included a net opening of 62 Chow Tai Fook Jewellery POS, 1 CTF Watch POS, 3 SOINLOVE POS and 5 MONOLOGUE POS. While in Hong Kong, Macau and other markets, the Group opened 1 CHOW TAI FOOK T MARK POS in Hong Kong and 3 Chow Tai Fook Jewellery POS, which were located in Japan, Malaysia and Singapore. As at 30 June 2018, the Group had 2,660 POS in total.

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 30 June 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, 12 July 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. Cheng Ping-Hei, Hamilton, Mr. Chan Sai-Cheong, Mr. Suen Chi-Keung, Peter, Mr. Chan Hiu-Sang, Albert 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.