

Hong Kong Exchanges and Clearing Limited and The Stock Exchange of Hong Kong Limited take no responsibility for the contents of this announcement, make no representation as to its accuracy or completeness and expressly disclaim any liability whatsoever for any loss howsoever arising from or in reliance upon the whole or any part of the contents of this announcement.



(於百慕達註冊成立之有限公司)
(Incorporated in Bermuda with Limited Liability)
Stock Code 股份代號 : 0590

**SALES PERFORMANCE OF RETAIL BUSINESS
FOR THE FIRST QUARTER OF FINANCIAL YEAR
ENDING 31 MARCH 2014**

Luk Fook Holdings (International) Limited (the “Company”), together with its subsidiaries (the “Group”), announces the sales performance of retail business of the Group’s self-operated shops for the first quarter of financial year ending 31 March 2014 (“FY2014”) covering the period from April 2013 to June 2013.

The same store sales growth* (“SSSG”) of the Group’s retail business for the first quarter of FY2014 was 83% for Hong Kong & Macau market and 117% for Mainland China (“Mainland”) market. SSSG for gold products and gem-set jewellery were 130% and 21%, respectively, for the same quarter.

In the first quarter of FY2014, due to a slump in the international gold price, there was an influx of gold buyers in Hong Kong, Macau and Mainland, boosting the demand for gold products and particularly gold wedding items. Despite the decrease in overall retail gross margin by low single digit due to the increase in mix of gold products which have lower gross margin than that of gem-set jewellery, the increase in sales volume has led to a sizable gross profit growth in retail sales of gold products. In addition, up-selling of gem-set jewellery also helped generate growth in their retail sales. As a result, both the revenue and gross profit of the retail business of gold products were more than doubled while those for gem-set jewellery enjoyed double digit growth against same period prior year in markets of Hong Kong & Macau and Mainland.

Remarks:

* Same store sales growth represents a comparison of sales of the same self-operated shop having full month operations in the comparable periods and such data does not include sales of licensed shops.

As at 30 June 2013, the Group had a total of 133 self-operated shops which included 40 shops in Hong Kong, 10 shops in Macau, 79 shops on the Mainland and 4 shops overseas. Together with 979 licensed shops on the Mainland, there were altogether 1,112 shops worldwide as at the same date.

CAUTION STATEMENT

The Board wishes to remind investors that the above operational data is based on the Company's internal records which have not been audited by auditors. **Shareholders and potential investors are advised to exercise caution when dealing in the shares of the Company.**

By Order of the Board
Luk Fook Holdings (International) Limited
WONG Wai Sheung
Chairman & Chief Executive

Hong Kong, 16 July 2013

As at the date of this announcement, the Company's Executive Directors are Mr. WONG Wai Sheung (Chairman and Chief Executive), Mr. TSE Moon Chuen (Deputy Chairman), Mr. WONG Ho Lung, Danny (Deputy Chairman), Miss WONG Lan Sze, Nancy, Miss WONG Hau Yeung and Miss CHUNG Vai Ping; the Non-executive Directors are Miss YEUNG Po Ling, Pauline, Mr. HUI King Wai, Mr. HUI Chiu Chung, JP and Mr. LI Hon Hung, MH, JP; the Independent Non-executive Directors are Mr. LO Mun Lam, Raymond, Mr. TAI Kwok Leung, Alexander, Mr. IP Shu Kwan, Stephen, GBS, JP, Mr. FOK Kwong Man and Mr. MAK Wing Sum, Alvin.