

**【 For Immediate Release 】**

**Luk Fook Holdings (International) Limited  
Attains the Honour of “Retailer of The Year” in “JNA Awards”  
Glitters in the International Jewellery Industry**

(Hong Kong, 5 October 2012) ----- **Luk Fook Holdings (International) Limited** (“Lukfook” / the “Group”) (Stock Code: 00590) proudly announced that the Group has attained the Honour of “Retailer Of The Year” in “JNA Awards”, the first award event of its kind in the Asian jewellery industry. This recognizes the Groups’ outstanding achievements and contribution to the jewellery industry.

**Mr. Wong Wai Sheung, Chairman & Chief Executive of the Group** said, “The Group is proud to be honored as the “Retailer of the Year” in the JNA awards. This not only reaffirms our leading position in the Asian jewellery market, but also proves that our brand is widely recognized within the industry as well as by customers worldwide. Adhering to our corporate vision, ‘Brand of Hong Kong, Sparkling the World’, the Group is determined to further expand its retail network in both Asia and overseas, while continuously providing our customers with quality products and services. Looking ahead, we will continue to serve our customers the best and make contribution to the jewellery industry with our utmost effort.”

“JNA Awards” is an industry-wide award that honours and recognizes excellent performance and achievements made by the enterprises and individuals in the jewellery industry. Participated enterprises will be assessed and shortlisted in accordance with the highest international standard; the results were announced during the inaugural gala dinner held at The Ritz-Carlton, Hong Kong on 20 September 2012. Deputy Chairman & Deputy General Manager of the Group, Mr. Tse Moon Chuen, Vincent, received the award on behalf of the Group.

**Photo of the ceremony :**



Mr. Tse Moon Chuen, Vincent (right), Deputy Chairman & Deputy General Manager of Lukfook Group, received the trophy of “JNA Awards – Retailer of the Year” from Mr. Lin Qiang, President and Managing Director of the Shanghai Diamond Exchange (left).

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

Lukfook Group is principally engaged in sourcing, designing, wholesaling, trademark licensing and retailing of a variety of platinum and gold jewellery, gold ornaments, gem-set jewellery, natural jadeite, gemstones and other accessory items. Lukfook Group currently has a total of over 950 retail outlets spreading across the PRC, Hong Kong, Macau, Singapore, the United States and Canada. The Group continues to look for new business opportunities in the international market, echoing its corporate development of “Brand of Hong Kong, Sparkling the World”.

**About the JNA Awards**

JNA awards is organized by JNA ([www.jewellerynewsasia.com](http://www.jewellerynewsasia.com)) of UBM Asia in collaboration with the UBM Awards. Close to 70 entries from 15 countries and regions, including Australia, mainland China, France, Germany, Hong Kong, India, Israel, New Zealand, Pakistan, the Philippines, Singapore, Switzerland, Thailand, the UK and the USA registered to the industry-wide event for the jewellery trade. For more information, please browse [www.JNAawards.com](http://www.JNAawards.com) for details.

**About JNA (Jewellery New Asia)**

JNA, first published in 1983, is the flagship magazine of UBM Asia's ([www.ubmasia.com](http://www.ubmasia.com)) Jewellery Group. The publication is a leader in providing the latest industry updates and in-depth reports, covering the international jewellery trade with an Asia insight. Following its success, the publication launched its online edition, [www.jewellerynewsasia.com](http://www.jewellerynewsasia.com) in June 2011.

**About UBM Award**

UBM Awards in UBM pls’s awards organizer and producer. Based in London, UBM Awards specializes in end-to-end delivery of cross-sector awards programmes and bespoke events worldwide. UBM awards organises more than 30 awards and other events annually including the National Business Awards, the Asian Awards and the National Sales Awards.