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LUKFOOK GROUP

【 For Immediate Release 】

Lukfook Group Won “Hong Kong Service Awards” for Seven Consecutive Years

(Hong Kong, 20 March 2014) ----- **Luk Fook Holdings (International) Limited** (“Lukfook” / the “Group”) (Stock Code: 00590) is pleased to announce that the Group received the “Hong Kong Service Awards 2014 – Quality Living Category (Jewellery and Gold)” from “East Week Magazine” in recognition of the Group’s outstanding customer services.

Mr. Wong Wai Sheung, Chairman and Chief Executive of the Group said, “The Group is honoured to receive the “Hong Kong Service Awards” for the seventh consecutive year. The continuous dedication and united efforts of our experienced frontline staff well illustrate the essence of our six heartfelt services culture, and contribute to our remarkable success in our business. Adhering to our service motto “Exquisite Craftsmanship, Quality Services and Customer Orientation”, the Group always strives to strengthen our brand image, enhance service quality, and achieve excellence in product design and services. Looking ahead, the Group will continuously provide excellent customer service to build Lukfook as a premier brand for consumers.”

Organized by “East Week Magazine”, “Hong Kong Service Awards 2014” aims to recognise the enterprises and products that provide excellent service for customers, and acknowledge their contributions and efforts in improving the quality of life and promoting economic prosperity. The award presentation ceremony was held on 18 March 2014 at Harbour Grand Hong Kong. Mr. Tse Moon Chuen, Deputy Chairman and Deputy General Manager of the Group received the award on behalf of the Group.



Mr. Paul Tse Wai Chun, JP, Legislative Councillor presented the “Hong Kong Service Awards 2014 – Quality Living Category (Jewellery and Gold)” to Mr. Tse Moon Chuen, Deputy Chairman and Deputy General Manager of the Group

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

The Group principally engages in the sourcing, designing, wholesaling, trademark licensing and retailing of a variety of gold and platinum jewellery, gold ornaments and gem-set jewellery, with a total of over 1,250 shops in Hong Kong, Macau, Mainland China, Singapore,

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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 lukfook.com.

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