



【For Immediate Release】

Lukfook Jewellery Collaborates with Free Lunch for Children Fund to Spread Love

(Hong Kong, 20 Oct 2014) ----- **Luk Fook Holdings (International) Limited** (“Lukfook” / the “Group”) (Stock Code: 00590) always actively participates in various public welfare and charity activities to contribute to the community. Starting from last year, the Group specially launched the “Love is Beauty” charity gift set in its over 1,300 shops globally and allocated a portion of revenue for charity purpose. This year, Lukfook introduces the “Love is Beauty” diamond pendant perfume bottle charity gift set and intends to donate a portion of the sales proceeds to the “Free Lunch for Children Fund”. The Group will also kick off a series of community activities. A simple but special signing ceremony has been held on 17 October at Luk Fook Jewellery Garden, Nansha District, Guangzhou City.

The “Love is Beauty” diamond pendant perfume bottle charity gift set has been on sale in over 1,300 Lukfook Jewellery shops globally in Mainland China, Hong Kong, Macau, Singapore, the United States, Canada and Australia. The Group will donate 50 dollars to the “Free Lunch for Children Fund” for each gift set sold. Limited edition gift sets with signature of charity ambassador will be sold simultaneously on the “Free Lunch for Children Fund” charity website. The Group will also launch other collaboration activities including donation of precious jewellery for charity auction, fund-raising campaign of Lukfook and its employees for the “Free Lunch for Children Fund” as well as Lukfook volunteers’ visits to mountainous areas, etc.

The press conference of the 2014 “Love is Beauty” charity gift set was filled with warmth and love. Following the speech by the officiating guest, Lukfook volunteers brought out a charity gift box model. Ms. Shirley Wong, Director and Deputy General Manager of Lukfook Group, and Mr. Ye Pan, Joint-Founder & Member of the Management Committee of the “Free Lunch for Children Fund” jointly signed the Letter of Commitment on the giant gift box. Mr. Ye also presented a certificate signifying strategic partnership and a “Lunch Girl” ceramic piggy bank to Lukfook to mark closer collaboration between Lukfook Jewellery and the “Free Lunch for Children Fund”.

The charity ambassador of the “Free Lunch for Children Fund” Miss Jin Sha signed on the limited edition “Love is Beauty” diamond pendant perfume bottle charity gift set. More charity ambassadors will sign on the gift sets later for charity auction. All the funds raised will be donated to the “Free Lunch for Children Fund” to provide free lunch for children at poverty-stricken mountainous areas in Mainland China.

Ms. Shirley Wong, Director and Deputy General Manager of Lukfook Group said, “Being good corporate citizenship, the Group has always been actively participating in community services and encouraging our employees to serve the community and help the needy. Through the collaboration with the ‘Free Lunch for Children Fund’ and with the full support of our kind-hearted employees, we help raise funds for the starving children in Mainland China to protect them from starvation and maintain their health. Looking ahead, we will continue to support charity programmes to set an example for excellence in corporate social responsibility.”

The press conference was held on 17 October at Lukfook Jewellery Garden, Nansha District, Guangzhou City and guests included Ms. Shirley Wong, Director and Deputy General Manager of Lukfook Group, Mr. Ye Pan Joint-Founder & Member of the Management Committee of the “Free Lunch for Children Fund”, charity ambassador of the “Free Lunch for Children Fund” Ms. Jin Sha, and Ms. Wang Zhen Zhen,

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Associate Director of the Cooperation and Development Department of the “Free Lunch for Children Fund”. The event was hosted by Ms. Lin Lin from Guangdong Radio’s programme, “Sound of Music”.

Event photos



The charity ambassador Ms Jin Sha was interviewed by the event host Ms. Lin Lin during the ceremony, to share her thoughts on charity activities.



The charity ambassador of the “Free Lunch for Children Fund” Miss Jin Sha signed on the limited edition “Love is Beauty” diamond pendant perfume bottle charity gift set

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Ms. Shirley Wong, Director and Deputy General Manager of Lukfook Group presented the “Love is Beauty” charity gift set to Ms. Jin Sha as a souvenir and photographed with Mr. Ye Pan Joint-Founder & Member of the Management Committee of the “Free Lunch for Children Fund”



A group photo has been taken to mark the perfect ending of the press conference.

~End~

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About Free Lunch for Children Fund

The “Free Lunch for Children Fund” is initiated by China Social Welfare Foundation, together with 500 journalists including Mr. Deng Fei and dozens of mainstream media in Mainland China that propose to donate RMB3 every day for providing free lunch to poor students. Since its official commencement in April 2011 till late September 2014, the Fund has raised more than RMB100 million and helped provide hot free lunch for children from 410 schools.

For more information, please visit the official website of Free Lunch for Children Fund:

www.mianfeiwucan.org

For more event photos, please download from the e-mail box below:

E-mail: 18600799234@163.com

Password: MFWC123456

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 1,300 shops in Mainland China, Hong Kong, Macau, Singapore, 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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