

【For Immediate Release】

## Lukfook Group Recognised with “Hong Kong Service Awards” for 14 Consecutive Years

(Hong Kong, 5 May 2021) — **Luk Fook Holdings (International) Limited** (“Lukfook” / the “Group”) (Stock Code: 00590) is pleased to announce that the Group has been honoured with the “Hong Kong Service Awards 2021 – Quality Living Category (Jewellery and Gold)” from “East Week Magazine”. The Group has been awarded for the 14th consecutive year in recognition of its outstanding accomplishment in providing customers with wholehearted quality services.

**Mr. Wong Wai Sheung, Chairman and Chief Executive Officer of the Group** said, “We are delighted to be awarded the ‘Hong Kong Service Awards’ again this year. It affirmed that the Group’s motto of ‘Quality Services and Customer Orientation’ is widely recognised by the community. By implementing our principle of ‘Six Heartfelt Services’, staying dedicated to providing quality products and treating customers with sincerity, the Group has enabled its welcoming and warm-hearted brand image to further take root in the heart of people and bring them excellent products as well as pleasant shopping experiences. The Group will continue to adhere firmly to such belief and endeavor to enhance our service quality, in order to strengthen the leading position of Lukfook in the industry.”

The “Hong Kong Service Awards 2021”, organised by “East Week Magazine”, aims to acknowledge corporations and brands that are committed to providing outstanding customer services as well as to consolidate and enhance Hong Kong’s global image.

Photo:



Ms. Shirley Wong, Executive Director and Chief Operating Officer of Lukfook Group (right), received the Award from Dr Bernard Chan Pak-li, JP, Under Secretary for Commerce and Economic Development (left).

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

The Group principally engages in the sourcing, designing, wholesaling, trademark licensing and retailing of a variety of gold and platinum jewellery and gem-set jewellery products, with a total of over 2,370 points of sale in 10 countries and regions. The Group will continue to identify new business opportunities in the international markets 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 [www.lukfook.com](http://www.lukfook.com).**

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