

【For Immediate Release】

Lukfook Group Received the Diamond Award at the Hong Kong Genuine Brand Company Awards 2022

(18 Nov 2022) — **Luk Fook Holdings (International) Limited** (“Lukfook” / the “Group”) (Stock Code: 00590) is pleased to announce that the Group received the “Diamond Award” in the “Hong Kong Genuine Brand Company Awards 2022” organised by the Hong Kong Genuine Goods Alliance in recognition of its commitment to safeguarding the rights of genuine goods.

Mr. Wong Wai Sheung, Chairman and Chief Executive Officer of Lukfook Group, said, “The Group exercises strict quality control and is meticulous from raw materials procurement, production to after-sales services. The award recognised the Group's contribution of safeguarding genuine goods. We have always ensured that all our products are genuine and authentic, thus increasing consumer confidence in the Group's brands. On the other hand, we devote resources in intellectual property protection training for our employees, doing our utmost in raising consumers' awareness of genuine products. In future, we will continue to uphold our commitment to quality and be a popular and trusted jewellery brand.”

The “Hong Kong Genuine Brand Company Awards 2022”, organised by the Hong Kong Genuine Goods Alliance, aims to promote Hong Kong as a quality business market free of counterfeit goods in the Asia Pacific region and to raise consumer awareness of genuine goods.



Ms. Wong Hau Yeung, Executive Director and Chief Operating Officer of Lukfook Group received the honour on behalf of the Group

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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 3,000 points of sale in 10 countries and regions currently. The Group will continue to identify new business opportunities in the international markets to keep in line with 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.

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