

【For Immediate Release】

Lukfook Group Achieved a Remarkable 16-Year Winning Streak in "Hong Kong Service Awards"

(14 Apr 2023) — **Luk Fook Holdings (International) Limited** ("Lukfook" / the "Group") (Stock Code: 00590) is pleased to announce that the Group has been awarded the "Hong Kong Service Awards 2023 - Quality Living Category (Jewellery and Gold)" by "East Week Magazine". This marks the 16th time of receiving the distinction and is the only one in its industry to be recognised for more than a decade for playing a critical role in driving excellence in customer service.

Mr. Wong Wai Sheung, Chairman and Chief Executive Officer of the Group, said, "The Group is proud to be honoured with the 'Hong Kong Service Awards' in the jewellery and gold category for the 16th consecutive year. This is a testament to the industry's recognition of the Group's quality of customer service. As a customer service oriented company, the Group is dedicated to providing quality and sincere services for customers and continuously enhancing customers' shopping experience in line with the service motto of 'Six Heartfelt Services'. In the future, the Group will continue to enhance its service quality and provide customers with the best services and products to further strengthen Lukfook's leading position in the industry."

The "Hong Kong Service Awards 2023", organised by "East Week Magazine", aims to recognise companies and brands that provide quality services for customers, and to consolidate and enhance Hong Kong's international status.



Ms. Shirley Wong, Executive Director and Chief Operating Officer of Lukfook Group (right), received the award from Prof Hon William Wong Kam-fai, LegCo member (left).

~End~



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 3,100 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.

Media Enquiries:

Corporate Communications Department, Lukfook Group

Tel: (852) 2783 2441 Fax: (852) 3009 7509 Email: corporate@lukfook.com

Angel Yeung, JOVIAN Communications

Tel: (852) 2669 2987 Fax: (852) 2669 2980 Email: lukfook@joviancomm.com