

**【For Immediate Release】**

**Lukfook Group  
Recognised for its Commitment to "No Fakes Pledge"  
for 20 Consecutive Years**

(11 October 2023) — **Luk Fook Holdings (International) Limited** ("Lukfook" / the "Group") (Stock Code: 00590) is pleased to announce that it was recognised with the Certificate of Appreciation by Intellectual Property Department of Hong Kong's "No Fakes Pledge" Scheme for the 20th time. Its continuous commitment to "No Fakes Pledge" makes it a proven brand for consumers.

In addition to "No Fakes Pledge", the Group has also been awarded the prominent industry-wide labels including "Reputation Shop Mark", "Quality Gold Mark", "Natural Fei Cui Quality Mark", "Natural Diamond Quality Assurance Mark", etc. The Group has also joined hands with the National Gemstone Testing Centre to fulfill its pledge to quality and service to customers. In addition to being recognised by the industry, the Group has set up the China Gems Laboratory Limited to provide authentication and grading services for gold, jadeite, gemstones and diamonds, along with Victoria Gemological Institute Limited for jewellery authentication and professional training. Meanwhile the Group has been actively guarding its reputation and protecting its intellectual property rights, as well as dedicated to providing consumers with quality assurance and continuing to safeguard their interests.

**Mr. Wong Wai Sheung, Chairman and Chief Executive Officer** of Lukfook Group, said, "Over the years, the Group has always attached great importance to quality control and accreditation in order to provide customers with an extra measure of confidence. We focus on each and every product, and have established stringent quality assurance work and procedures to ensure that our products' quality control gains professional recognition and meets the highest quality requirements, so as to maintain the Group's leading position in the industry."

The Hong Kong Intellectual Property Department's "No Fakes Pledge" Scheme was established in 1998. The objective of the Scheme is to encourage members of retailers' associations to make a commitment to sell genuine products, and to raise the intellectual property awareness of retailers and consumers.



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



Certificate of Appreciation for Lukfook Group's 20 years' of commitment to the "No Fakes Pledge" Scheme

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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 3,280 points of sale in 11 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](http://www.lukfook.com).**

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