

【For Immediate Release】

## Lukfook Jewellery Recognised as a "Consumer Caring Company" for 12 Consecutive Years

(10 April 2024) — **Luk Fook Holdings (International) Limited** ("Lukfook" / the "Group") (Stock Code: 00590.HK) is pleased to announce that the Group has been awarded as a "Consumer Caring Company" by the GS1 Hong Kong for the 12<sup>th</sup> consecutive year, which recognises the Group's commitment to its "Customer Orientation" service motto and being a local company that provides attentive customer services.

**Mr. Wong Wai Sheung, Chairman and Chief Executive Officer of Lukfook**, said, "The Group is honoured to be selected for 12 consecutive years in the "Consumer Caring Scheme". We have always been upholding the spirits of professionalism, caring, and excellence in providing our customers with high-quality and caring customer services as well as an exceptional consumer experience. Looking forward, the Group will continue to live up to our 'Six Heartfelt Services' service standard, continuously improving our service level and creating an even more thoughtful service experience. The Group strives to make "Lukfook" a globally recognised and desired brand, always providing consumer with high-quality and sincere services."

The "Consumer Caring Scheme" assessment is based on four core principles, including consumer centric, conforming to commitment, striving for quality and caring for staff. A third party appointed by GS1 Hong Kong will conduct a consumer survey to measure the performance of the participating company in terms of quality of consumer care it delivered.



Mr. Tse Moon Chuen, Non-executive Director and Honorary Consultant 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 3,360 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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