

[For Immediate Release]

Lukfook Jewellery Proudly Honoured with "Hong Kong Service Awards" for 17 Consecutive Years

(24 Apr 2024) — **Luk Fook Holdings (International) Limited** ("Lukfook" / the "Group") (Stock Code: 00590.HK) is pleased to announce that the Group has been awarded the "Hong Kong Service Awards 2024 - Quality Living Category (Jewellery and Gold)" by "East Week Magazine". This marks the 17th time of receiving the distinction and is the only one in the category within our industry to be recognised for more than a decade for driving excellence in customer service.

Mr. Wong Wai Sheung, Chairman and Chief Executive Officer of Lukfook, said, "The Group is deeply honoured to receive the 'Hong Kong Service Awards' for the 17th consecutive year. This achievement underscores the industry recognition for the quality of our customer service. We always provide quality and sincere service to our customers, upholding the service standard of "Six Heartfelt Service" to ensure an exceptional shopping experience for them. Looking ahead, we will continue to enhance the service quality and strive to offer customers impeccable products and services, to further strengthen the industry leadership of Lukfook."

The "Hong Kong Service Awards 2023", organised by "East Week Magazine", aims to recognise companies and brands that provide quality services for customers, and acknowledge companies and brands that consistently prioritise customer satisfaction and strive for excellence. It also recognises their dedication and contributions to the development of Hong Kong, further solidifying and elevating Hong Kong's international standing.

Event Photo:



Ms. Wong Lan Sze, Nancy, Executive Director and Deputy Chief Executive Officer of Lukfook Group, received the award from Dr. Bernard Chan Pak Li, JP, Under Secretary for Commerce & Economic Development



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 3,320 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.

Media Enquiries:

Lukfook Group Corporate Communications Department

Tel: (852) 2783 2441

Fax: (852) 3009 7509

Email: corporate@lukfook.com

Strategic Financial Relations Limited

Mandy Go / Vivienne Leung / Holly Szeto

Tel: (852) 2864 4812 / 2864 4862 / 2864 4859

Fax: (852) 2527 1196

Email: mandy.go@sprg.com.hk / vivienne.leung@sprg.com.hk / holly.szeto@sprg.com.hk