

【For Immediate Release】

Lukfook Group Secured Top Spot Again in “2023 Gold Jewellery Retail Industry Brand Value and Brand Strength”

(13 August 2024) — **Luk Fook Holdings (International) Limited** (“Lukfook” or the “Group”) (Stock Code: 0590) is pleased to announce that the Group has secured top spot in “2023 Gold Jewellery Retail Industry Brand Value and Brand Strength”, as jointly announced by the Gems & Jewellery Trade Association of China (“GAC”) and National Gems & Jewellery Testing Co. Ltd (“NGTC”). This achievement highlights the widespread recognition and market acclaim of “Lukfook Jewellery” brand in the gold jewellery industry and market, establishing a brand reputation that is beloved and trusted by customers.

Mr. Wong Wai Sheung, Chairman and Chief Executive Officer of Lukfook Group, said, “This ranking highlights the Group's prominent position and strong capabilities in the gold and jewellery industry. The Group is committed to providing the highest quality jewellery, striving for excellence in product design, craftsmanship and quality. Adhering to the Service Motto of ‘Exquisite Craftsmanship, Quality Services and Customer Orientation’, the Group is dedicated to delivering an extraordinary jewellery experiences for its customers. Going forward, the Group will continue to fulfil its corporate vision of ‘Brand of Hong Kong, Sparkling the World’, the finest jewellery for customers worldwide to further consolidate its reputation in the international market.”

“2023 Gold Jewellery Retail Industry Brand Value and Brand Strength” is guided by the China Council for Brand Development and jointly published by the GAC and NGTC. It aims to enhance the overall value of gold jewellery brands, cultivate internationally competitive and renowned gold jewellery brands, and drive the high-quality development of China’s gold jewellery industry.



“2023 Gold Jewellery Retail Industry Brand Value and Brand Strength” Results

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About Luk Fook Holdings (International) Limited (Stock Code: 0590)

The Group, founded by a group of experienced jewellery specialists, is one of the leading jewellery retailers in Hong Kong and Mainland. With the first Lukfook Jewellery shop established in North Point, Hong Kong in 1991, it has always been upholding the service motto of "Exquisite Craftsmanship, Quality Services and Customer Orientation". In May 1997, the Group was listed on the Main Board of the Stock Exchange of Hong Kong Limited. We principally engage in the sourcing, designing, wholesaling, trademark licensing and retailing of a variety of gold and platinum jewellery and gem-set jewellery products. Through multi-brand strategy to cater to the needs of different customers, the Group's brands, including Lukfook Jewellery, 3DG Jewellery, Heirloom Fortune, Goldstyle, Lukfook Joaillerie and Love LUKFOOK JEWELLERY, currently have a total of over 3,450 points of sale in 11 countries and regions, crafting the finest jewellery and provide quality services for customers. The Group will continue to identify new business opportunities in the international market and actively pursue further development in China and overseas 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.

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