

【For Immediate Release】

## Lukfook Group Becomes the First Hong Kong Jewellery Enterprise to be Awarded the “Greater Bay Area Star Brand Enterprise Award”

(27 August 2024) — **Luk Fook Holdings (International) Limited** (“Lukfook” or the “Group”) (Stock Code: 0590) is pleased to announce that the Group has been honoured with the “Greater Bay Area Enterprise Award” at the “Greater Bay Area Star Brand Enterprise Award” 2024 presentation ceremony in recognition of the Group’s outstanding performance in business development, products and services, brand value and corporate governance. As the first jewellery company among the award-winning Hong Kong companies, this achievement is a testament to market’s recognition of brand reputation that the Group has built.

**Mr. Wong Wai Sheung, Chairman and Chief Executive Officer of Lukfook Group**, said, “The Group began to expand into the Mainland market as early as 1994 and currently operates over 3,360 stores in the Mainland. Benefiting from the country’s continuous promotion of high-quality development in the Guangdong-Hong Kong-Macao Greater Bay Area, the Group’s operations in the Mainland market have become more convenient. We have always been optimistic about the development of the Mainland market and have formulated a ‘Mainland Market Expansion’ corporate strategy to optimise our Mainland retail network and e-commerce business, driving the future growth of the Group’s business.”

The “Greater Bay Area Star Brand Enterprise Award” is co-organised by the Industry and Commerce Association of Macau and the Hong Kong Small and Medium Enterprises Association, it aims to recognise outstanding performance and innovative spirit within the industry, enhance the brand awareness of the Greater Bay Area, promote connectivity among enterprises in the region, and unite the strengths of excellent brands from across the area to further promote Greater Bay Area brands to greater heights.



Mr. Yiu Man Shing (Right), District Manager of Lukfook Jewellery in Macau, accepted the accolade on behalf of the Group

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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](http://www.lukfook.com).**

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