

【For Immediate Release】

Lukfook Group Shined with Outstanding Talent Employees Recognised with “2024 Service Talent Awards”

(23 December 2024) — **Luk Fook Holdings (International) Limited** (“Lukfook” or the “Group”) (Stock Code: 0590) is pleased to announce that the Group has demonstrated its strength in exceptional talent at the “2024 Service Talent Award,” organised by the Hong Kong Retail Management Association (“HKRMA”). Two employees of the Group stood out among 385 contestants. Ms. Cheung Wai Man, Sandra, Jewellery Sales Supervisor, was awarded the “Bronze Award of Junior Frontline Level” in Watch & Jewellery Category, while Mr. Chui Siu Hang, Horie, Senior Jewellery Sales Supervisor, received the “Outstanding Performance Award of Junior Frontline Level” in Watch & Jewellery Category. These two awards not only recognise Lukfook’s exceptional customer service but also underscore the Group’s dedication and contributions to talent development and training.

Mr. Wong Wai Sheung, Chairman and Chief Executive Officer of the Group, said, “We are honoured to witness our employees being recognised by the industry once again. The Group has always adhered to the service standard of ‘Six Heartfelt Service’, and these awards validate our achievements in promoting talent development while acknowledging the professionalism and dedication of our frontline staff in delivering outstanding customer service. Looking ahead, we will continue to provide customers with high-quality and sincere service experiences, striving to lead the industry towards greater heights in service standards.”

The “Service Talent Award” was established by HKRMA in 1986. This year, with the theme “Winning Customers’ Hearts Through Retail Innovation and Exceptional Service,” the award is dedicated to recognising retail brands and employees that deliver exceptional service, with the goal of enhancing the overall standard of retail service in Hong Kong. It is known as the “Oscars” award of the retail industry.



Ms. Sandra Cheung, Jewellery Sales Supervisor of Lukfook Group (left), received the award from Mr. Samuel Lee, Member of Executive Committee of HKRMA (right)



Mr. Horie Chui, Senior Jewellery Sales Supervisor of Lukfook Group (left), received the award from Mr. Samuel Lee, Member of Executive Committee of HKRMA (right)

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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 3,340 points of sale in 11 countries and regions, crafting the finest jewellery and providing 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 Lukfook, Sparkling the World”.

For more information, please visit the official website of Lukfook Group at www.lukfook.com.

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