



【 For Immediate Release 】

Lukfook Group Recognised in the 2024 “KPMG China Consumer 50”

(2 January 2025) — **Luk Fook Holdings (International) Limited** (“Lukfook” or the “Group”) (Stock Code: 00590) has placed customer at the core of its corporate development. Through its finest jewellery products and outstanding services, the Group has built a strong brand reputation, and has been selected for the 2024 “KPMG China's Consumer 50”, underscoring its standing and leadership in China's jewellery consumption industry.

Since its establishment, Lukfook Group has been meticulous in every aspect of its operations, from product design, quality assurance and sales and service, striving for excellence to become a renowned jewellery brand that is beloved by customers. Throughout this journey, the Group has continuously explored innovative design concepts and developed new techniques, blending traditional Chinese aesthetic elements with modern fashionable elements to create distinctive masterpieces that cater to consumers' increasingly diverse aesthetic and personalised demands.

Concurrently, the Group has actively optimised its retail network and e-commerce business across mainland China, spearheading a digital transformation. This has enabled the Group to create an innovative and seamlessly integrated online-offline consumption model and service offering for customers, leveraging complementary strengths and harnessing synergies. As a result, customers are now able to enjoy a more convenient and efficient all-round experience. Furthermore, the Group places great emphasis on sustainable development, proactively fulfilling its corporate social responsibility by embracing green operations and reducing its carbon footprint, thereby contributing to the industry's green development.

Mr. Wong Wai Sheung, Chairman and Chief Executive Officer of Lukfook Group, said, “The Group first entered the Mainland China market in 1994 and currently operates over 3,350 point of sales in the Mainland China. Its selection for the “KPMG China's Consumer 50” not only represents a high-level recognition of our brand value, market performance and innovative capabilities, but also an affirmation of our team's dedicated efforts and unwavering commitment. Going forward, we will continue to stay true to our core principles, advancing steadily in the new normalised development environment, persisting with innovation to provide consumers with even more finest and personalised products and services, thereby infusing new vitality and momentum into the consumer market.”

The “KPMG China Consumer 50” is nominated by KPMG China, with the aim of comprehensively showcasing the corporate strengths and development profiles of enterprises in China's consumer landscape. By establishing role models for the industry and serves as a reference for consumers, thereby driving the sustained prosperity and development of the consumer sector.

六福集團

LUKFOOK GROUP



Ms. Wong Hau Yeung (6th Left), Executive Director and Chief Operating Officer of Lukfook Group, accepted the accolade on behalf of the Group

~End~

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 3,350 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.

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 / Jasmine Lu

Tel: (852) 2864 4812 / 2864 4862 / 2114 4955

Fax: (852) 2527 1196

Email: mandy.go@sprg.com.hk / vivienne.leung@sprg.com.hk / jasmine.lu@sprg.com.hk