



【 For Immediate Release 】

Lukfook Group Earned Dual O2O Customer Experience Recognition Defining Excellent Customer Service

(20 January 2025) — **Luk Fook Holdings (International) Limited** (“Lukfook” or the “Group”) (Stock Code: 0590) is pleased to announce that the Group has been awarded the dual certifications of “O2O Customer Experience Recognition” and “Quality Trusted E-Shop” by the Hong Kong Retail Management Association. These recognitions affirm the Group’s commitment to providing customers with a unified shopping experience across online and physical shop.

Mr. Wong Wai Sheung, Chairman and Chief Executive Officer of the Group, said, “The Group adheres to the service motto of “Exquisite Craftsmanship, Quality Services, and Customer Orientation,” striving to deliver caring customer service. We are dedicated to creating an innovative O2O shopping experience for our customers. By delivering a seamless O2O customer experience, we achieve powerful synergies through complementary strengths. At the same time, the Group actively promotes green operations by leveraging omni-channel retail to reduce its carbon footprint and contribute to a low-carbon future. We will continue to innovate and enhance our O2O shopping approaches and services to meet the ever-changing needs of customers and their desire for new shopping experience, while making contributions to sustainable development.”

The Group’s comprehensive online shopping platform offers customers a wide selection of curated products with detailed descriptions. Members can enjoy exclusive premium shopping privileges. The platform features a live chat function where our customer service representatives answer and provide professional advice to customers. Moreover, we offer “In-shop pick up” service at designated shops, enhancing both the convenience and enjoyment of shopping, while creating an unrivalled O2O shopping experience. For more details, please visit Lukfook Jewellery official eShop at: www.lukfookeshop.com.hk

The “O2O Customer Experience Recognition” scheme assesses comprehensively various aspects of the brands including customers’ interest and demand for the brand, brand awareness and trust, online and offline customer experience, customer relations and customer satisfaction, aiming to certify and recognise retail brands that provide seamless online and offline customer experience and high-quality services.

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LUKFOOK 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 approximately 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.

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