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(於百慕達註冊成立之有限公司) (Incorporated in Bermuda with Limited Liability) Stock Code 股份代號: 0590

POSITIVE PROFIT ALERT

This announcement is made by Luk Fook Holdings (International) Limited (the "Company"), together with its subsidiaries (the "Group") pursuant to Rule 13.09 of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited and the Inside Information Provisions (as defined under the Listing Rules) under Part XIVA of the Securities and Futures Ordinance (Chapter 571, the Laws of Hong Kong).

The board of directors (the "Board") of the Company wishes to inform the shareholders of the Company (the "Shareholders") and potential investors that, based on the preliminary review of the draft unaudited consolidated management accounts of the Group for the six months ended 30 September 2021, the Group expects the profit attributable to equity holders to increase significantly by around 120% for the six months ended 30 September 2021 as compared to that of the corresponding period in the last year. The Board considers that this is mainly attributable to a relatively low base, gradually recovering market sentiment, satisfactory expansion of the licensing business in Mainland China together with the favourable gold sales benefiting from the drop in gold prices. The retail business in Hong Kong and Macau market had a turnaround from loss, and all businesses in Mainland China market performed well.

CAUTION STATEMENT

The Board wishes to remind investors that the above financial data is based on the unaudited consolidated management accounts of the Group for the six months ended 30 September 2021 and the information currently available to the Board. Such information has not been reviewed by the audit committee or independent auditor of the Company and is subject to finalization or necessary adjustments upon further review. Shareholders and potential investors are advised to read carefully the interim results announcement of the Company for the six months ended 30 September 2021 which is expected to be published on 29 November 2021. **Shareholders and potential investors are advised to exercise caution when dealing in the shares of the Company.**

By Order of the Board **Luk Fook Holdings (International) Limited WONG Wai Sheung**

Chairman & Chief Executive Officer

Hong Kong, 22 November 2021

As at the date of this announcement, the Company's Executive Directors are Mr. WONG Wai Sheung (Chairman and Chief Executive Officer), Mr. TSE Moon Chuen (Deputy Chairman), Ms. WONG Hau Yeung, Ms. WONG Lan Sze, Nancy and Dr. CHAN So Kuen; the Non-executive Directors are Mr. WONG Ho Lung, Danny (Deputy Chairman), Mr. HUI Chiu Chung, JP and Mr. LI Hon Hung, BBS, MH, JP; the Independent Non-executive Directors are Mr. IP Shu Kwan, Stephen, GBS, JP, Mr. MAK Wing Sum, Alvin, Ms. WONG Yu Pok, Marina, JP and Mr. HUI King Wai.