

Lukfook Jewellery Extends Worldwide Retail Presence to Over 1,000 Retail Outlets Across Mainland China, HK, Macau, Singapore, US and Canada

(Hong Kong, 27 February 2013) ----- **Luk Fook Holdings (International) Limited** (“Lukfook” / the “Group”) (Stock Code: 00590) is proud to announce that the total number of retail outlets operated by the Group is now over 1,000 worldwide, marking a momentous milestone in the Group’s history.

Mr. Wong Wai Sheung, Chairman and Chief Executive of the Group said, “Since the opening of the first outlet in North Point in 1991, the Group has been proactively expanding its worldwide retail network. We are glad to celebrate this remarkable achievement of operating over 1,000 retail outlets spreading across Mainland China, Hong Kong, Macau, Singapore, the United States and Canada, upholding the corporate motto of ‘Brand of Hong Kong, Sparkling the World’.”

At present, the total number of retail outlets in Mainland China is 1,022, spanning across 250 cities and autonomous regions such as Haikou City of Hainan Province in the South and Hulun Buir of Inner Mongolia Province in the North in 31 provinces. The Group’s strong retail network is developed from Beijing, Shanghai, Guangzhou, Shenzhen and Wuhan to the neighboring regions, which offers premium quality of products and services to more than 1.3 billion customers in Mainland China.

As for Hong Kong market, benefited from the prosperous tourism and the economic rebound, the Hong Kong retail market is poised to recover. According to the figures of Census and Statistics Department, the value of total retail sales in 2012 was HK\$445.4 billion, increased by 9.8% in value over 2011. Comparing the whole year of 2012 with 2011, the volume of sales of jewellery, watches and clocks, and valuable gifts increased by 2.4%. At present, the Group has totally 36 outlets in Hong Kong. The Group has been actively expanding its points of sale to the districts along the railway recently to further sustain its market share. Moreover, the Group has 9 outlets in Macau and 4 outlets in overseas market.

Mr. Wong Wai Sheung concluded, “Looking ahead, the Group is confident in Mainland China market, and will further explore other potential provinces and cities in order to accelerate our expansion plan and further boost the revenue and profit generated from Mainland China market. The Group will also continue to explore market opportunities and expand its retail presence in Hong Kong, Macau and overseas markets so as to uphold its leading position in the international jewellery industry.”

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About Luk Fook Holdings (International) Limited (Stock Code: 00590)

Lukfook Group is principally engaged in sourcing, designing, wholesaling, trademark licensing and retailing of a variety of platinum and gold jewellery, gold ornaments, gem-set jewellery, natural jadeite, gemstones and other accessory items. Lukfook Group currently has a total of over 1,070 retail outlets spreading across Mainland China, Hong Kong, Macau, Singapore, the United States and Canada. The Group continues to look for new business opportunities in the international market, echoing its corporate development of “Brand of Hong Kong, Sparkling the World”.