



【 For Immediate Release 】

**Lukfook Group Actively Expands Retail Network
Opens 33 New Shops in Mainland China and Hong Kong
Total Number of Shops Exceeds 1,170 Worldwide**

(Hong Kong, 2 October 2013) ----- **Luk Fook Holdings (International) Limited** (“Lukfook” / the “Group”) (Stock Code: 00590) plans to open 33 new shops in Mainland China and Hong Kong in September and early October to seize the market opportunity of the National Day Golden Week this year, making the total number of shops operated by the Group exceed 1,173 worldwide.

The Group’s latest shop in Hong Kong which is located at Shop G06, Silvercord, 30 Canton Road, Tsim Sha Tsui, Kowloon was opened in mid September. A total of 32 new shops are opened before the National Day Golden Week in different regions in Mainland China, including the third and lower-tier cities, where the Group’s development is focusing on. The Group has a total of 1,117 shops in Mainland China in over 250 cities and autonomous regions across 31 provinces.

Mr. Wong Wai Sheung, Chairman & Chief Executive of the Group said, “In recent years, the demand for jewellery products has been on a steady increase in Mainland China due to the increasing disposable income and RMB appreciation, bringing vast development opportunities to the Group. We believe that the shop and same store sales growth is a key driver for sustainable growth. Therefore, following the opening of the Group’s largest flagship store worldwide in Macau in June 2013, the Group further opens a number of ‘Lukfook Jewellery’ shops in Mainland China and Hong Kong in recent months, in addition, a new shop at G/F., 10 Kai Chiu Road, Causeway Bay, Hong Kong will also be opened in October. We aim to capture the growth opportunities in developing regions to bring sustainable growth to the Group’s business and strengthen the Group’s leading position in the international jewellery retail market.”

As at 25 September 2013, the Group had over 1,162 shops worldwide, including 42 in Hong Kong, 1,106 in Mainland China, 10 in Macau, 1 in Singapore, 2 in the United States and 1 in Canada.

~End~

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

The Group principally engages in the sourcing, designing, wholesaling, trademark licensing and retailing of a variety of gold and platinum jewellery, gold ornaments and gem-set jewellery, with a total of over 1,100 shops in Mainland China, Hong Kong, Macau, Singapore, the United States and Canada. The Group will continue to identify new business opportunities in the international market in response to its corporate vision, “Brand of Hong Kong, Sparkling the World”.

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

Media Enquiries:

Lukfook Group Corporate Communications Department

Tel: (852) 2783 2479

Fax : (852)3009 7509

Email : corporate@lukfook.com.hk

JOVIAN Financial Communications Ltd

Angel Yeung

Tel : (852) 2581 0168

Fax : (852) 2854 2013

Email : angel@joviancomm.com