

六福集團

LUKFOOK GROUP

【For Immediate Release】

Lukfook Group Named “Consumer Caring Company”

(Hong Kong, 13 January 2014) ----- **Luk Fook Holdings (International) Limited** (“Lukfook” / the “Group”) (Stock Code: 00590) is pleased to announce that the Group was again named “Consumer Caring Company” by GS1 Hong Kong, in recognition of the Group’s continued contributions and efforts in delivering excellent consumer care and superior services.

Mr. Wong Wai Sheung, Chairman and Chief Executive of the Group said, “The Group is honoured to be recognized as “Consumer Caring Company” for two consecutive years and gain recognition from professional judges and consumers, affirming its outstanding performance in high-quality products and services. Looking forward, Lukfook will strive to create a superior shopping experience for customers with “Six Heartfelt Services”.

The “Consumer Caring Scheme” recognizes companies which demonstrate excellence in consumer care through effective use of technology and practice of consumer value-related strategies with an ultimate goal to lift industry’s overall capabilities in delivering consumer products and services. Judging criteria include “Caring for Consumers”, “Being Sincere”, “Keeping Promises”, “Ensuring Product Quality and Safety”, “Focusing on Service Quality”, “Listening to Consumers” and “Caring for Employees”. The presentation ceremony was held at The One, Tsim Sha Tsui on 9 January 2014. Ms. Shirley Wong, Executive Director and Deputy General Manager of Lukfook Group, received the award on behalf of the Group.



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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 1,200 shops in Hong Kong, Macau, Mainland China, Singapore, the United States, Canada and Australia. 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

JOVIAN Financial Communications Ltd

Angel Yeung

Tel : (852) 2581 0168

Fax : (852) 2854 2013

Email : angel@joviancomm.com