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LUKFOOK GROUP

【For Immediate Release】

Lukfook Group Won “Hong Kong Star Brand Award - Enterprise” for Three Consecutive Years

(Hong Kong, 13 November 2014) — **Luk Fook Holdings (International) Limited** (“Lukfook” / the “Group”) (Stock Code: 00590) is pleased to announce that the Group received the “Hong Kong Star Brand Award–Enterprise” again from the Hong Kong Small and Medium Enterprises Association, in further recognition of the Group’s efforts and contributions in brand development.

Mr. Wong Wai Sheung, Chairman and Chief Executive of the Group said, “The Group is delighted to receive the ‘Hong Kong Star Brand Award’ for three consecutive years, affirming our dedication to brand building and service quality. Adhering to our motto of ‘Exquisite Craftsmanship, Quality Services and Customer Orientation’, the Group is committed to providing customers with quality products and sincere, world-class services. Looking forward, the Group will strive to cater to the needs of customers in line with our branding theme of ‘Love is Beauty’ and our ‘Six Heartfelt Services’ customer service programme, so as to build Lukfook as a premier brand for consumers.”

“Hong Kong Star Brand Award 2014” is jointly organized by the Hong Kong Small and Medium Enterprises Association, the Hong Kong Trade Development Council and the Hong Kong Productivity Council. “Star Brand” are selected under strict audit to give recognition to those with outstanding performance in business development, quality of products and services, and fulfilment of social responsibility. The prize presentation ceremony and banquet will be held at InterContinental Hotel on 10 November 2014. Ms. Nancy Wong, Executive Director of Lukfook Group, received the award on behalf of the Group.

Photo of the Ceremony:



The Hon Jasper Tsang Yok-sing, GBS, JP, President (right) and The Hon Wong Ting-kwong, SBS, JP, Member (left) of the Legislative Council of The Hong Kong SAR presented the trophy to Ms. Nancy Wong, Executive Director of Lukfook 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 1,350 shops in Mainland China, Hong Kong, Macau, 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.

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