

六福集團

LUKFOOK GROUP

【For Immediate Release】

Lukfook Group Announces Grand Opening of First Lukfook Jewellery Retail Outlet in Seoul, Korea

(Hong Kong, 25 March 2015) —**Luk Fook Holdings (International) Limited** (“Lukfook” / the “Group”) (Stock Code: 00590) is pleased to announce the grand opening of first Lukfook Jewellery retail outlet in Seoul, Korea on 3 March, aiming to present gorgeous and stylish jewellery for tourists in Korea.

Mr. Wong Wai Sheung, Chairman and Chief Executive of the Group said, “Adhering to our corporate vision of ‘Brand of Hong Kong, Sparkling the World’, the Group has been expanding overseas markets to explore business opportunities. Currently, the Group has over 1,390 shops in Hong Kong, Macau, Mainland China, Singapore, the United States, Canada and Australia. Following the opening of our first retail outlet in Korea, our retail network now covers 8 countries and regions, which will broaden the customer base and further build the brand in the international market. As a renowned international jewellery brand, the Group will continue to dedicate its efforts to providing quality jewellery products and professional services for Korean and global customers.”

The first Lukfook Jewellery retail outlet in Korea is situated in Walkerhill Duty Free in the central area of the Korean capital, Seoul. With convenient transportation, high traffic, as well as leisure and entertainment facilities, the hotel is one of the shopping hotspots in Seoul. According to the statistics from the Korea Tourism Organization, the number of Chinese tourists visiting Korea reached approximately 5.7 million by the end of November last year, accounting for more than 43% of the total number of travellers visiting Korea, and doubled compared with five years ago. Eyeing the strong purchasing power of Chinese tourists, the Group opens an outlet in Korea to capture the market potential and strengthen its penetration in the international jewellery market.

Address: B1F Walkerhill Duty Free, 177, Walkerhill-ro, Gwangjin-gu, Seoul, South Korea

Photo of Korea’s retail outlet :



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

The Group principally engages in the sourcing, designing, wholesaling, trademark licensing and retailing of a variety of gold and platinum jewellery and gem-set jewellery products, with over 1,390 shops in Hong Kong, Macau, Mainland China, Singapore, Korea, 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 2012

Email : lukfook@joviancomm.com