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LUKFOOK GROUP

【For Immediate Release】

Lukfook Group Won “Hong Kong Top Service Brand Ten Year Achievement Award” in the “2015 Hong Kong Top Brand Awards”

(Hong Kong, 5 February 2016) — **Luk Fook Holdings (International) Limited** (“Lukfook” / the “Group”) (Stock Code: 00590) is pleased to announce that the Group is awarded the “Hong Kong Top Service Brand Ten Year Achievement Award” in the “2015 Hong Kong Top Brand Awards” by the Hong Kong Brand Development Council and the Chinese Manufacturers’ Association of Hong Kong, in recognition of the Group’s outstanding performance in delivering excellent service.

Mr. Wong Wai Sheung, Chairman and Chief Executive of the Group said, “The Group won the “Hong Kong Top Brand Ten Year Achievement Award” in 2013, and now we are honoured to receive the “Hong Kong Top Service Brand Ten Year Achievement Award” and become the first jewellery brand to attain these two honorary awards. The Group firmly believes that good corporate reputation, warm-hearted brand image, quality products and excellent service are not only the key to gaining the trust of customers, but also essential to build a successful brand. In future, the Group will stick to the vision of “Brand of Hong Kong, Sparkling the World”, and strive to provide quality products and caring services for customers worldwide, so as to build Lukfook as a premier brand for customers.”

“Hong Kong Top Brand Awards” is co-organized by the Hong Kong Brand Development Council and the Chinese Manufacturers’ Association of Hong Kong, aiming to give recognition to outstanding brands established by Hong Kong companies, to encourage local enterprises in pursuit of excellence, to promote Hong Kong products, and to enhance the profile of Hong Kong brands among social communities, overseas businesses and consumers. The assessment of the “Hong Kong Top Service Brand Ten Year Achievement Award” is conducted based on three sets of factors: Business performance and track of success; Brand strategies and management and Contribution to industries and society.

Photo of the event:

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The Hon John Tsang Chun Wah, GBM, JP, Financial Secretary, HKSAR presented the “Hong Kong Top Service Brand Ten Year Achievement Award” to Ms. Shirley Wong, Executive Director and Deputy General Manager of the Group



Mr. Tse Moon Chuen, Deputy Chairman and Deputy General Manager of the Group, received the Certificate of Appreciation for the Group’s sponsorship of award trophies of “2015 Hong Kong Top Brand Awards” from the Vice Chairmen of Hong Kong Brand Development Council, Mr. Ng Ching Wun on stage

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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 1,420 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 www.lukfook.com.

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