



【For Immediate Release】

Grand Opening of the Second “Lukfook Jewellery” Shop in New York, the United States

(Hong Kong, 3 November 2016) — Luk Fook Holdings (International) Limited (“Lukfook” / the “Group”) (Stock Code: 00590) is pleased to announce that the Group opens its new retail shop in New York City. Located on first floor, New World Mall in Flushing, this new shop is the Group’s second retail shop in New York City after opening its first shop in Manhattan. To mark this occasion, the Group hosted a grand ribbon-cutting ceremony on 29 October. Officiating guests including Ms. Toby Ann Stavisky, the New York State Senator, Ms. Grace Meng, U.S. Congresswoman and Ms. Pauline Yeung, co-founder of the Group and winner of Miss Hong Kong Pageant, witnessed this significant moment together with many other guests.

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”, we have been actively expanding our retail network globally. Currently, the Group has over 1,460 shops in eight countries and regions. With the opening of the second shop in New York, the Group anticipates to further penetrate into the Chinese communities in the overseas market. We will continue to pursue high quality and innovation to enhance our brand competitiveness, and endeavour to provide quality jewellery products and professional services to customers all over the world, in order to build Lukfook as a premier jewellery brand for customers.”

The Group has tapped into the North American market since 2003 and opened shops in Canada and the United States, laying the foundation for further overseas expansion. The new shop is located in New World Mall, which is one of the largest indoor Asian malls in the northeastern region of the United States. The mall features over 100 shops, offering jewellery, clothing, cosmetics, electronics, world cuisine and many more. With convenient location and easy accessibility, New World Mall is a popular shopping and entertainment hotspot for the Chinese in Flushing and Queens.

Address: Space Nos. 112 - 116, First Floor, New World Mall, 136-20 Roosevelt Avenue, Flushing, New York, NY 11354, USA

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Photos of the opening ceremony of the new shop in New World Mall :



(From Left) Ms. Sandy Wu, Manager of “Lukfook Jewellery” shop in New World Mall, Mr. Christopher Kui, Executive Director of Asian Americans for Equality, Mr. John Liu, Former New York City Comptroller, Ms. Grace Meng, the United States Congresswoman, Ms. Pauline Yeung, co-founder of the Group and winner of Miss Hong Kong Pageant, Ms. Toby Ann Stavisky, New York State Senator, Mr. Peter Koo, New York City Council Member, Ms. Jassy Xu, Mr. David Fu, Founder of Fu Generation Foundation Inc and Ms. Yanna Luo, Executive Director of Chase Global Realty participated in the ribbon-cutting ceremony for the new “Lukfook Jewellery” shop in New World Mall.

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Ms. Pauline Yeung, co-founder of the Group and winner of Miss Hong Kong Pageant as the officiating guest for the grand opening ceremony.



After the grand opening ceremony, residents from Flushing visited the new "Lukfook Jewellery" shop in New World Mall.

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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 1,460 shops in Hong Kong, Macau, Mainland China, Singapore, Korea, the United States, Canada and

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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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