



【For Immediate Release】

Lukfook Jewellery Expands into Malaysia with Grand Opening of Two Shops in Kuala Lumpur

(Hong Kong, 23 December 2016) — **Luk Fook Holdings (International) Limited** (“Lukfook” / the “Group”) (Stock Code: 00590.HK) recently announced that the Group has tapped into the Malaysian market with the grand opening of two new Lukfook Jewellery retail shops located at Pavilion Elite and Suria KLCC respectively. To mark this occasion, the Group hosted a grand ribbon-cutting ceremony on 21 December. Officiating guests including Ms. Kristal Tin, winner of TVB Anniversary Award for Best Actress and Most Popular Actress, Dato’ Joyce Yap, CEO of Retail, Pavilion Kuala Lumpur, Datuk Henry Yip Choong Hung, Vice President of Hong Kong – Malaysia Business Association, and Ms. Shirley Wong, Executive Director and Deputy General Manager of the Group, witnessed this momentous milestone together, which marked Lukfook’s expansion of its global retail network to nine countries and regions.

Mr. Wong Wai Sheung, Chairman and Chief Executive of the Group said, “As a renowned luxury brand in Hong Kong and Mainland China, the Group is dedicated to providing global customers with high-quality jewellery products and professional services. Leveraging on our outstanding design, exquisite craftsmanship and comprehensive after-sales services, we have built Lukfook as a preferred and trusted brand over the years. With the opening of two new shops in Malaysia, along with our 1,470 shops around the world, the Group hopes to provide a unique shopping experience and caring services for customers all over the world in response to our corporate vision of ‘Brand of Hong Kong, Sparkling the World’, so as to maintain Lukfook’s position as a world-renowned Hong Kong jewellery brand.”

In view of the booming tourism in Southeast Asia in recent years, the Group is optimistic about the market potential in the region. The Group first entered the Southeast Asian market in 2010 by establishing a retail shop in Singapore. Now the Group has expanded its retail network to the core tourist spots in Kuala Lumpur. Pavilion Elite and Suria KLCC are both local landmarks with convenient access, a wide range of world-renowned brands featuring entertainment, clothes, cosmetics and fitness etc., as well as high pedestrian flow, making them popular shopping and entertainment spots among tourists from all over the world. These two new retail shops will be an important platform for the Group to further penetrate into the international jewellery market.

Address:

Lot2.102.00, Level 2, Pavilion Elite, 166 Jalan Bukit Bintang, 55100 Kuala Lumpur, Malaysia

119-120A, 1/F., Suria KLCC, 50088 Kuala Lumpur, Malaysia

六福集團

LUKFOOK GROUP



(From left) Ms. Joanna Wong, Deputy Financial Controller of Lukfook Group, Datuk Henry Yip, Vice President of Hong Kong-Malaysia Business Association, Ms. Kristal Tin, winner of TVB Anniversary Award for Best Actress and Most Popular Actress, Ms. Shirley Wong, Executive Director and Deputy General Manager of Lukfook Group, Dato' Joyce Yap, CEO of Retail Pavilion Kuala Lumpur and Mr. Marco Look, Senior Operation Manager of Lukfook Group participated in the ribbon-cutting ceremony for the new Lukfook Jewellery outlet in Pavilion Elite, Pavilion KL Malaysia.



(From left) Special guest Ms. Kristal Tin, winner of TVB Anniversary Award for Best Actress and Most Popular Actress and Ms. Shirley Wong, the Executive Director and Deputy General Manager of Lukfook Group, hailed all the way from Hong Kong to officiate the debut of Lukfook Jewellery outlet in Malaysia.

六福集團

LUKFOOK GROUP



Ms. Kristal Tin, winner of TVB Anniversary Award for Best Actress and Most Popular Actress as the special officiating guest for the grand opening ceremony

~End~

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 1,470 shops in Hong Kong, Macau, Mainland China, Singapore, Korea, Malaysia, 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.

Media Enquiries:

Lukfook Group Corporate Communications Department

Tel: (852) 2783 2479

Fax : (852) 3009 7509

Email : corporate@lukfook.com

JOVIAN Communications

Angel Yeung

Tel : (852) 2581 0168

Fax : (852) 2854 2012

Email : lukfook@joviancomm.com