



**【For Immediate Release】**

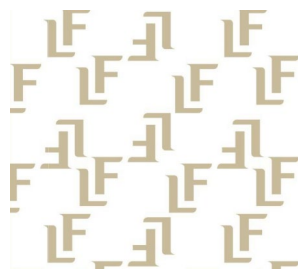
**Lukfook Group  
Adopts a New “Lukfook Jewellery” Brand Logo  
To Strengthen Brand Personality**

(Hong Kong, 20 November 2018) — **Luk Fook Holdings (International) Limited** (“Lukfook” / the “Group”) (Stock Code: 00590) is pleased to announce that the Group launched a new “Lukfook Jewellery” brand logo featuring a young and elegant image with distinguishable attribute which further accentuates the brand personality.

To foster a warm and sincere brand image, the newly adopted brand logo for “Lukfook Jewellery” combines a soft and fashionable red bean color with curly brush strokes to reflect an elegant and feminine touch, as well as to bring out a young and stylish look and feel . Meanwhile, the new logo cleverly hides an Arabia number “6” inside the Chinese character “福” which embodies the timeless commitment of “Lukfook Jewellery” in striving to the pursuit of innovation and perfection.



Moreover, in order to align the new “Lukfook Jewellery” brand, the Group adopts a new set of monogram. The new monogram displays the two first alphabets of the English name of “Luk Fook” – “L” and “F” to echo one another for the added value of brand image.



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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 1,730 shops in Hong Kong, Macau, Mainland China, Singapore, Malaysia, Cambodia, Philippines, the United States, and Canada. 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](http://www.lukfook.com).**

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