

**【For Immediate Release】**

## Lukfook Group Recognised as “Consumer Caring Company” for 9 Consecutive Years

(8 July 2021) ----- **Luk Fook Holdings (International) Limited** (“Lukfook” / the “Group”) (Stock Code: 00590) is pleased to announce that the Group has been recognised by GS1 Hong Kong as a “Consumer Caring Company” for nine consecutive years, and awarded the “5 Years+ Award” Logo again, for its excellent accomplishment in pursuing consumer care.

**Mr. Wong Wai Sheung, Chairman and Chief Executive Officer of the Group** said, “All these years, we have been dedicated to upholding our motto of ‘Putting customers first’, and fulfilling customers’ needs with a caring heart. We endeavor to deliver quality services to our customers, aiming to provide them with the most enjoyable shopping experience. The recognition of ‘Consumer Caring Company’ not only motivated us to focus on continuous improvement, but also drove us to persist in offering outstanding products and customer services to cater for the ever-changing market needs. Looking ahead, we will continue to enhance customers’ shopping experience to strengthen their trust.”

The Consumer Caring Scheme aims to recognise local enterprises who have been making continuous improvement on operation processes, products and service quality to deliver unparalleled shopping experience to customers and increase customer loyalty. Judging criteria include “Consumer Centric”, “Conforming to Commitment”, “Strive for Quality” and “Caring for Staff”.



Mr. Tse Moon Chuen, Deputy Chairman & Deputy General Manager of Lukfook Group received the Award on behalf of the Group

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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 a total of over 2,450 points of sale in 10 countries and regions. The Group will continue to identify new business opportunities in the international markets 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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