

**【For Immediate Release】**

## **Lukfook Group Pulled Off Win Again at the "Hong Kong Awards for Industries: Customer Service" The Most Awarded Jewellery Brand of All Time**

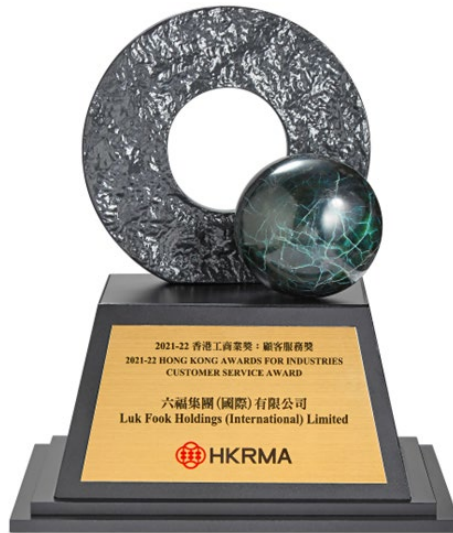
(Hong Kong, 1 Dec 2022) - **Lukfook Holdings (International) Limited** ("Lukfook" / "the Group") (Stock Code: 00590) is pleased to announce that the Group has won the "2021 Hong Kong Awards for Industries: Customer Service" organised by the Hong Kong Retail Management Association. This is the fourth time that the Group has received this accolade, making it the most awarded jewellery brand in the history of the award. This is a testament to the recognition of the Group's best in class customer service by the public and the industry.

**Mr. Wong Wai Sheung, Chairman and Chief Executive Officer** of Lukfook Group, said, "As a jewellery brand that has been established in Hong Kong for over 30 years and has witnessed the ups and downs of Hong Kong's development, we are honoured to receive the prestigious Hong Kong Awards for Industries once again and to be one of the top five award winners. The Group has always adhered to the motto of "Six Heartfelt Services", dedicating to providing quality products, treating customers with a caring heart, and acting in the customers' best interests. In the future, we will continue to strive to enhance customers' shopping experience and deliver excellent products and services to our customers around the world."

The Hong Kong Awards for Industries (HKAI) is an award scheme supported by the HKSAR Government. The HKAI: Customer Service aims to encourage and recognise organisations that provide quality customer service, to promote the importance of quality service, to raise the overall standard of customer service in Hong Kong, and to sustain and enhance Hong Kong's competitiveness as an international service cosmopolitan.



Ms. Wong Lan Sze, Executive Director and Deputy Chief Executive Officer of Lukfook Group (middle) received the honour on behalf of the Group presented by Ms. Annie Yau Tse, Chairman of Hong Kong Retail Management Association (left) and Mr Algernon Yau, JP, Secretary for Commerce and Economic Development (right).



The trophy of 2021-22 Hong Kong Awards for Industries Customer Service Award

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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 3,000 points of sale in 10 countries and regions currently. The Group will continue to identify new business opportunities in the international markets to keep in line with 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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