

**【For Immediate Release】**

## **Lukfook Group Recognised for Talent Empowerment Retail Service Staff Named Winner at "Service Talent Award 2023"**

(6 December 2023) — Luk Fook Holdings (International) Limited (“Lukfook” / the “Group”) (Stock Code: 00590) is pleased to announce that our talent empowerment initiative is outstandingly successful in equipping employees with the latest industry and technical knowledge through comprehensive training system. It has been recognised with our Jewellery Sales Officer, Ms. Doris Wan, being named winner of the “Bronze Award of Junior Frontline Level” in Watch & Jewellery Category at the "2023 Service Talent Award" by the Hong Kong Retail Management Association (“HKRMA”), affirming our efforts and contributions in customer service, brand image and staff training.

**Mr. Wong Wai Sheung, Chairman and Chief Executive of the Group** said, “For more than 30 years, the Group has been providing quality services and adhering the service motto of ‘Exquisite Craftsmanship, Quality Services and Customer Orientation’, and upholding the service standard ‘Six Heartfelt Services’, treating customers with sincerity and providing them with an excellent shopping experience. The Group has also been attaching great importance to staff training, actively promoting the ‘Qualifications Framework’ programme and encouraging staff to participate in the ‘Recognition of Prior Learning’ assessment, in order to provide customers with the best services and products, to further penetrate into the hearts of the people with our welcoming and warm-hearted brand image, and to enhance the Group's leading position in the industry.”

The Service Talent Award was established by the HKRMA in 1986 and is widely regarded as the "Oscar" of the retail industry. It aims to elevate the service standards of the retail sector through competition.



*Ms. Doris Wan, Jewellery Sales Officer of Lukfook Group (left) received the trophy from Mr. Samuel Lee, Chairman of Executive Committee Sustainability Task Force of Hong Kong Retail Management Association (Right)*

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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 nearly 3,330 points of sale in 11 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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