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(於百慕達註冊成立之有限公司) (Incorporated in Bermuda with Limited Liability) Stock Code 股份代號: 0590

POSITIVE PROFIT ALERT

This announcement is made by the Company pursuant to Rule 13.09 of the Listing Rules and the Inside Information Provisions under Part XIVA of the SFO.

The Board wishes to inform the Shareholders and potential investors of the Company that the Group expects the profit attributable to Shareholders to increase significantly for the six months ended 30 September 2013 as compared to that of the corresponding period in the last year.

Shareholders and potential investors are advised to exercise caution when dealing in the shares of the Company.

This announcement is made by Luk Fook Holdings (International) Limited (the "Company") and its subsidiaries (the "Group") pursuant to Rule 13.09 of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited (the "Listing Rules") and the Inside Information Provisions (as defined in the Listing Rules) under Part XIVA of the Securities and Futures Ordinance (the "SFO", Chapter 571, Laws of Hong Kong).

The board of directors (the "Board") of the Company wishes to inform the shareholders of the Company (the "Shareholders") and potential investors that, based on the preliminary review on the draft unaudited consolidated management accounts of the Group for the six months ended 30 September 2013, the Group expects the profit attributable to Shareholders to increase significantly for the six months ended 30 September 2013 as compared to that of the corresponding period in the last year. The Board considers that this is mainly due to the substantial increase in sales of gold products and promising growth in sales of gem-set jewellery products.

As the Company is in the process of preparing the interim results of the Group for the six months ended 30 September 2013, the information contained in this announcement is only based on the preliminary review of the Company's management accounts which have not been audited by auditors of the Company.

Shareholders and potential investors are advised to exercise caution when dealing in the shares of the Company.

By Order of the Board Luk Fook Holdings (International) Limited WONG Wai Sheung

Chairman & Chief Executive

Hong Kong, 14 November 2013

As at the date of this announcement, the Company's Executive Directors are Mr. WONG Wai Sheung (Chairman and Chief Executive), Mr. TSE Moon Chuen (Deputy Chairman), Mr. WONG Ho Lung, Danny (Deputy Chairman), Miss WONG Lan Sze, Nancy, Miss WONG Hau Yeung and Miss CHUNG Vai Ping; the Non-executive Directors are Miss YEUNG Po Ling, Pauline, Mr. HUI Chiu Chung, JP and Mr. LI Hon Hung, MH, JP; the Independent Non-executive Directors are Mr. TAI Kwok Leung, Alexander, Mr. IP Shu Kwan, Stephen, GBS, JP, Mr. FOK Kwong Man, Mr. MAK Wing Sum, Alvin and Ms. WONG Yu Pok, Marina, JP.