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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

## RETAIL SALES PERFORMANCE FOR THE THIRD QUARTER OF FINANCIAL YEAR ENDING 31 MARCH 2023

Luk Fook Holdings (International) Limited (the “Company”), together with its subsidiaries (the “Group”), announces the retail sales performance of the Group for the third quarter (“3Q”) of the financial year ending 31 March 2023 (“FY2023”) covering the period from 1 October 2022 to 31 December 2022.

### OVERALL SAME STORE SALES GROWTH (“SSSG”)<sup>(1)</sup>

	3Q FY2023 vs 3Q FY2022	2Q FY2023 vs 2Q FY2022	3Q FY2022 vs 3Q FY2021
<b>Overall</b>	<b>-10%</b>	<b>+40%</b>	<b>+45%</b>
Gold <sup>(2)</sup>	-5%	+62%	+52%
Gold (by weight)	-1%	+68%	+55%
Fixed price jewellery	-21%	-8%	+31%

Due to the rebound in gold prices and the severe pandemic in Mainland<sup>(3)</sup>, the overall SSSG of the Group’s retailing business in 3Q FY2023 turned from a positive to a negative growth of -10% despite a solid retail sales performance in October and a relatively lower base as compared with the first half of the financial year. The SSSG of its gold products and fixed price jewellery products were -5% and -21% respectively.

Remarks:

<sup>(1)</sup> Same store sales growth represented a comparison of sales of the same self-operated shop having full day operations in the comparable periods and such data did not include sales of licensed shops and Mainland China’s e-commerce business

<sup>(2)</sup> Gold refers to gold products sold by weight basing on international market price, i.e. at non-fixed price

<sup>(3)</sup> Mainland China: Hereafter refers to as “Mainland”

## SSSG OF HONG KONG<sup>(4)</sup> & MACAU<sup>(5)</sup> MARKET

	<b>3Q FY2023</b> vs <b>3Q FY2022</b>	<b>2Q FY2023</b> vs <b>2Q FY2022</b>	<b>3Q FY2022</b> vs <b>3Q FY2021</b>
<b>Overall</b>	<b>-8%</b>	<b>+50%</b>	<b>+41%</b>
Gold	-1%	+79%	+45%
Gold (by weight)	+3%	+85%	+49%
Fixed price jewellery	-23%	-10%	+35%
<b><i>Retailing Revenue</i></b> <b><i>Year-on-year<sup>(6)</sup></i></b>	<b>-6%</b>	<b>+30%</b>	<b>+40%</b>

The SSSG of Hong Kong and Macau market in 3Q was -8%. The SSSG of its gold products was -1% and -23% for its fixed price jewellery products. Nevertheless, the overall SSSG of Hong Kong in 3Q remained a double-digit growth and reached +13%, much slower growth as compared to the +70% in 2Q mainly because the SSSG of its gold products reduced from +98% in 2Q to +19% owing to the upward trend resumption of gold prices starting in early November. On the other hand, its fixed price jewellery products recorded a 2% decline. Macau was affected by the pandemic resurgence in Mainland. Despite a satisfactory performance in October, it suffered significant declines in both November and December, resulting in a -45% SSSG in 3Q. Furthermore, the retailing revenue in the Hong Kong and Macau market decreased by around 6% year-on-year during the quarter.

<sup>(4)</sup> Hong Kong SAR: Hereafter refers to as "Hong Kong"

<sup>(5)</sup> Macau SAR: Hereafter refers to as "Macau"

<sup>(6)</sup> Included retail sales amount of self-operated shops in the Hong Kong and Macau market

## MAINLAND MARKET

	<b>3Q FY2023</b> vs <b>3Q FY2022</b>	<b>2Q FY2023</b> vs <b>2Q FY2022</b>	<b>3Q FY2022</b> vs <b>3Q FY2021</b>
<b>SSSG</b>			
<b>Overall</b>	<b>-35%</b>	<b>-4%</b>	<b>+33%</b>
Gold	-33%	+3%	+58%
Gold (by weight)	-38%	0%	+65%
Fixed price jewellery	-38%	-23%	-17%
<b><i>E-commerce Business</i></b>			
<b><i>Sales Growth</i></b>			
<b>Overall</b>	<b>-2%</b>	<b>+8%</b>	<b>+51%</b>
Gold	+1%	+14%	+72%
Gold (by weight)	-4%	+10%	+79%
Fixed price jewellery	-20%	-15%	+4%
<b><i>Retailing Revenue</i></b>			
<b><i>Year-on-year<sup>(7)</sup></i></b>	<b>-18%</b>	<b>0%</b>	<b>+41%</b>

Due to the escalating pandemic situation in Mainland and the rise in gold prices, the overall SSSG of the self-operated shops in Mainland further declined to -35% during the quarter. The SSSG of its gold products was -33% and -38% for fixed price jewellery products.

Apart from that, the sales amount of e-commerce business in Mainland recorded a 2% decline year-on-year in 3Q, while the retailing revenue in Mainland including sales amounts of self-operated shops and e-commerce business decreased by 18% year-on-year during the quarter.

Licensed shops, accounting for around 97% of the total number of shops in Mainland, dropped by 29% in same store sales during the quarter, among which the same store sales of gold products and fixed price jewellery products decreased by 26% and 35% respectively.

Furthermore, the overall retail sales value of shops in Mainland including both self-operated shops and licensed shops, declined by 27% year-on-year during the quarter, in which the retail sales value of gold products and fixed price jewellery products recorded a decline of 24% and 35% year-on-year respectively. Retail sales value in fixed price jewellery products, which included fixed price gold products, fell by 25% year-on-year, while diamond products had a 44% decline year-on-year.

<sup>(7)</sup> Included sales amounts of Mainland self-operated shops and e-commerce business

## NUMBER OF SHOPS

The Group had a net increase of 106 shops in Mainland in 3Q, of which 82 were “Lukfook” shops and 24 were “Heirloom Fortune” shops. As at 31 December 2022, the Group had a total of 2,999 shops including 2,847 “Lukfook” shops, 78 “Goldstyle” shops, 65 “Heirloom Fortune” shops and 9 “Lukfook Joaillerie” shops in Mainland. The details of distribution network in Mainland are summarised as follows:-

### MAINLAND DISTRIBUTION NETWORK

Shop number of different brands/ product lines		Changes in 3Q FY2023	As at 31 December 2022
“Lukfook”	Self-operated	-3	72
	Licensed	+85	2,775
	Sub-total	+82	2,847
“Goldstyle”	Self-operated	-2	1
	Licensed	-	77
	Sub-total	-2	78
“Heirloom Fortune”	Self-operated	-	8
	Licensed	+24	57
	Sub-total	+24	65
“Lukfook Joaillerie”	Licensed	+2	9
<b>Total</b>	Self-operated	-5	81
	Licensed	+111	2,918
	<b>Total</b>	+106	2,999

As at 31 December 2022, the Group had a total of 141 “Lukfook” self-operated shops worldwide including 72 in Mainland, 44 in Hong Kong, 16 in Macau, and 9 in overseas. As at the same date, together with 2,775 licensed shops in Mainland and 4 in overseas, there were a total of 2,920 “Lukfook” shops worldwide. Including 152 shops of other sub-brands and/or product lines in Mainland, the Group had a total of 3,072 shops globally. The Group’s global distribution network is summarised as follows:-

#### GLOBAL DISTRIBUTION NETWORK

	Changes in 3Q FY2023	As at 31 December 2022
<b>“Lukfook”: Self-operated Shops</b>		
Hong Kong	-	44
Macau	-	16
Mainland	-3	72
Other Locations	+1	9
Sub-total	-2	141
<b>Licensed Shops</b>		
Mainland	+85	2,775
Other Locations	-1	4
Sub-total	+84	2,779
<b>Total “Lukfook” Shops</b>	<b>+82</b>	<b>2,920</b>
<b>Other Sub-brands / Product Lines:</b>		
Mainland	+24	152
<b>Total</b>	<b>+106</b>	<b>3,072</b>

Despite the uncertainties in the macro economy and retail sentiment, with the progressive and orderly resumption of normal travel among Hong Kong, Macau and the Mainland, it is expected that the restriction-free travel will have a positive impact on various markets. Coupled with the low base effect in the fourth quarter, the Group expects its SSSG to maintain positive growth in the current financial year, subject to the development of the pandemic.

## **CAUTION STATEMENT**

The board of directors of the Company wishes to remind investors that the above operational data is based on the Company's internal records which have not been audited by auditors. **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 Officer*

Hong Kong, 12 January 2023

*As at the date of this announcement, the Company's Executive Directors are Mr. WONG Wai Sheung (Chairman and Chief Executive Officer), Mr. TSE Moon Chuen (Deputy Chairman), Ms. WONG Hau Yeung, Ms. WONG Lan Sze, Nancy and Dr. CHAN So Kuen; the Non-executive Directors are Mr. WONG Ho Lung, Danny (Deputy Chairman), Mr. HUI Chiu Chung, JP and Mr. LI Hon Hung, BBS, MH, JP; the Independent Non-executive Directors are Mr. IP Shu Kwan, Stephen, GBS, JP, Mr. MAK Wing Sum, Alvin, Ms. WONG Yu Pok, Marina, JP and Mr. HUI King Wai.*