

[For Immediate Release]

Lukfook Group Won "Outstanding QTS Merchant Award - Bronze"

(Hong Kong, 28 October 2013) — Luk Fook Holdings (International) Limited ("Lukfook" / the "Group") (Stock Code: 00590) proudly announced that the Group won "Outstanding Quality Tourism Services (QTS) Merchant Award - Bronze" from the Quality Tourism Services Association ("QTSA"), in recognition of the Group's outstanding performance in customer services.

Mr. Wong Wai Sheung, Chairman & Chief Executive of the Group, said, "In line with our cultivation of a warm-hearted brand image, the tagline "Love is Beauty" has been developed with a commitment to our service motto of 'Exquisite Craftsmanship, Quality Services and Customer-oriented Attitude'. All Lukfook staff is dedicated to catering to the needs of its customers and providing "Six Heartfelt Services", so as to help promote Hong Kong as a shopping paradise. The award recognizes our efforts in providing high quality services. Looking ahead, we will continue to enhance our customer services and dedicate to deliver an excellent shopping experience and sincere services to customers."

"Outstanding QTS Merchant Award" was presented by the QTSA aiming to recognize accredited merchants in the retail and restaurant sectors who have sustained outstanding performance. The presentation ceremony was held at the Hong Kong Convention and Exhibition Centre on 9 October 2013. Ms. Shirley Wong, Executive Director and Deputy General Manager of Lukfook Group, received the award on behalf of the Group.

Photo of the ceremony:



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About Luk Fook Holdings (International) Limited (Stock Code: 00590)

The Group principally engages in the sourcing, designing, wholesaling, trademark licensing and retailing of a variety of gold and platinum jewellery, gold ornaments and gem-set jewellery, with a total of over 1,100 shops in Mainland China, Hong Kong, Macau, Singapore, the United States and Canada. The Group will continue to identify new business opportunities in the international market 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 <u>lukfook.com</u>.

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