



【For Immediate Release】

Lukfook Group
Attained “Hong Kong Top Brand Ten Year Achievement Award”
in “2013 Hong Kong Top Brand Awards”

(Hong Kong, 18 February 2014) ----- **Luk Fook Holdings (International) Limited** (“Lukfook” / the “Group”) (Stock Code: 00590) is honoured to receive the “Hong Kong Top Brand Ten Year Achievement Award” in the “2013 Hong Kong Top Brand Awards” from the Hong Kong Brand Development Council, affirming the Group’s success in brand building, products and services over the years.

Mr. Wong Wai Sheung, Chairman and Chief Executive of the Group said, “The Group is very pleased to receive this honorary Award as recognition for the Group’s continuous efforts and outstanding performance in brand building. Brand image, quality product and excellent service are the keys for jewellers to earn consumers’ trust, and that’s also our management strategy. Adhering to the corporate vision and core value of “Brand of Hong Kong, Sparkling the World”, the Group will continuously provide customers with quality products and excellent services to further enhance Lukfook’s brand recognition and awareness worldwide.”

“Hong Kong Top Brand Awards” is co-organized by the Hong Kong Brand Development Council(BDC) and the Chinese Manufacturers’ Association of Hong Kong (CMA). It aims to commend Hong Kong brands for having made persistent commitment to brand development and having sustained outstanding performance for years. The assessment of the “Hong Kong Top Brand Ten Year Achievement Award” is conducted based on three sets of factors: Business performance and track of success; Brand strategies and management and Contribution to industries and society. To be eligible, an entry brandname should have been conferred “Hong Kong Top Brand” for at least ten years.

The presentation ceremony was held at the Hong Kong Convention and Exhibition Centre on 13 February 2014. Mr. Danny Wong, Deputy Chairman and Executive Director of the Group received the award on behalf of the Group.

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六福集團 LUKFOOK GROUP

Photos of the Ceremony:



The Honourable John Tsang, GBM, JP, Financial Secretary of the HKSAR presented the “Hong Kong Top Brand Ten Year Achievement Award” to Mr. Danny Wong, Deputy Chairman and Executive Director of Lukfook Group



Lukfook Group sponsored the trophies for the “2013 Hong Kong Top Brand Awards”, Mr. Au Kwok Kau, Group General Manager of Lukfook Group received the acknowledgement on behalf of the Group

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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 1,250 shops in Hong Kong, Macau, Mainland China, Singapore, the United States, Canada and Australia. 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 lukfook.com.

Media Enquiries:

Lukfook Group Corporate Communications Department

Tel: (852) 2783 2479 Fax : (852) 3009 7509 Email : corporate@lukfook.com

JOVIAN Financial Communications Ltd Angel Yeung

Tel : (852) 2581 0168 Fax : (852) 2854 2013 Email : angel@joviancomm.com