

【For Immediate Release】

## Lukfook Group Named “Consumer Caring Company” for Three Consecutive Years

(Hong Kong, 22 December 2014) ----- **Luk Fook Holdings (International) Limited** (“Lukfook” / the “Group”) (Stock Code: 00590) is pleased to announce that the Group was named “Consumer Caring Company” for the third consecutive year by GS1 Hong Kong, in recognition of the Group’s continued efforts in delivering excellent consumer care and superior services.

**Mr. Wong Wai Sheung, Chairman and Chief Executive of the Group** said, “The Group is honoured to be recognized as ‘Consumer Caring Company’ for three consecutive years, affirming our outstanding performance in high-quality products and services. Adhering to our motto of ‘Exquisite Craftsmanship, Quality Services and Customer Orientation’, the Group is committed to providing customers with quality products and excellent services. Looking forward, the Group will strive to care for the needs of customers in line with our ‘Six Heartfelt Services’ customer service programme, so as to build Lukfook as a premier brand for customers.”

The “Consumer Caring Scheme” recognizes companies which demonstrate excellence in consumer care through effective use of technology and practice of consumer value-related strategies with an ultimate goal to lift industry’s overall capabilities in delivering consumer products and services. Judging criteria include “Caring for Consumers”, “Being Sincere”, “Keeping Promises”, “Ensuring Product Quality and Safety”, “Focusing on Service Quality”, “Listening to Consumers” and “Caring for Employees”. The presentation ceremony was held on 17 December 2014. Ms. Nancy Wong, Executive Director of Lukfook Group, received the award on behalf of the Group.

**Photo of the Ceremony:**



Ms. Nancy Wong, Executive Director of Lukfook Group received the trophy on behalf of the Group



**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 and gem-set jewellery products, with a total of over 1,350 shops in Mainland China, Hong Kong, Macau, 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](http://lukfook.com).**

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