

[For Immediate Release]

Lukfook Group Won "Hong Kong Service Awards" for Nine Consecutive Years

(Hong Kong, 29 March 2016) — Luk Fook Holdings (International) Limited ("Lukfook" / the "Group") (Stock Code: 00590) is pleased to announce that the Group received the "Hong Kong Service Awards 2016 — Quality Living Category (Jewellery and Gold)" from "East Week Magazine" in recognition of the Group's outstanding achievement in customer services over the years.

Mr. Wong Wai Sheung, Chairman and Chief Executive of the Group said, "The Group is honoured to receive the "Hong Kong Service Awards" for nine consecutive years, affirming our outstanding performance in customer services. Adhering to our motto of "Exquisite Craftsmanship, Quality Services and Customer Orientation", the Group always strives to strengthen our brand image and enhance our service quality, so as to provide quality products and heartfull services for customers."

Organized by "East Week Magazine", the "Hong Kong Service Awards 2016" aims to recognise the enterprises that have been committed to providing quality services and products for customers, and acknowledge their commitment and contribution in enhancing the quality of services and promoting Hong Kong as a leading international city.

Photo of the event:



Dr. Chan Yan Chong presented the award to Ms. Shirley Wong, Executive Director and Deputy General Manager of the Group



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

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 over 1,420 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 www.lukfook.com.

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