

[For Immediate Release]

Lukfook Group Attained "15-year QTS Merchant Recognition" from the Hong Kong Tourism Board

(Hong Kong, 11 May 2016) — **Luk Fook Holdings (International) Limited** ("Lukfook" / the "Group") (Stock Code: 00590) is pleased to announce that the Group received "15-year QTS Merchant Recognition" from the Hong Kong Tourism Board (HKTB), in recognition of the Group's outstanding performance in customer services over the years.

Mr. Wong Wai Sheung, Chairman and Chief Executive of the Group said, "The Group has always attached great importance to service quality. This award affirms our sustained efforts in providing high quality services over the years. In future, the Group will continue to adhere to our motto of 'Exquisite Craftsmanship, Quality Services and Customer Orientation', and provide quality products and sincere services for customers all over the world, in order to reinforce Hong Kong's image as a destination offering quality tourism services."

The "Quality Tourism Services Merchants Recognition Ceremony" was jointly held by the HKTB and the Quality Tourism Services Association, aiming to recognize the outstanding performance of accredited merchants under the Quality Tourism Services Scheme, set high ethical standards and enhance customer satisfaction through the establishment and maintenance of an industry Codes of Practice and the promotion of service excellence.

Photo of the event:



Mr. Godfrey LEUNG King-kwok, JP, Under Secretary for Commerce and Economic Development, presented the award to Ms. Shirley Wong, Executive Director and Deputy General Manager of the Group



~End~

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.

Media Enquiries:

Lukfook Group Corporate Communications Department

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

JOVIAN Communications Angel Yeung

Tel: (852) 2581 0168 Fax: (852) 2854 2012 Email: <u>lukfook@joviancomm.com</u>