

【For Immediate Release】

## Lukfook Group Recognised as a "Consumer Caring Company" for 11 Consecutive Years

(13<sup>th</sup> June 2023) — **Luk Fook Holdings (International) Limited** ("Lukfook" / the "Group") (Stock Code: 00590) is pleased to announce that the Group has been selected as a "Consumer Caring Company" by the GS1 Hong Kong for the 11th consecutive year and awarded the "10 Years Plus Award" logo in recognition of the Group's dedication to providing caring customer service through its "Customer First" philosophy in business operations.

**Mr. Wong Wai Sheung, Chairman and Chief Executive Officer of the Group**, said, "The Group is honoured to be awarded for 11 consecutive years under the Consumer Caring Scheme. We have always provided high quality and caring customer services in a professional, attentive and friendly manner, bringing our customers an exceptional consumer experience and enhancing their confidence and loyalty. This award demonstrates that the Group's efforts in providing quality products and sincere services have been recognised by the community. In future, the Group will continue to uphold the Six Heartfelt Services culture to provide more caring services to customers and strive to become a renowned jewellery brand that customers love."

The Consumer Caring Scheme aims to recognise local enterprises which make continuous improvement on products, services and process to exceed consumer expectation and nurture customer loyalty.



Mr. Tse Moon Chuen, Deputy Chairman & Deputy General Manager of Lukfook Group received the honour on behalf of the Group

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**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 a total of over 3,150 points of sale in 11 countries and regions. The Group will continue to identify new business opportunities in the international markets 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](http://www.lukfook.com).**

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