

【For Immediate Release】

**Lukfook Group
Recognised as Top 5 in Brand Value and Brand Strength
in Gold Jewellery Retail Industry in 2022**

(10 August 2023) — **Luk Fook Holdings (International) Limited** ("Lukfook" / the "Group") (Stock Code: 00590) is pleased to announce that it has been ranked as one of the top five brands in terms of brand value and brand strength in the gold jewellery retail industry for the year 2022 by the panel of experts at the inaugural "2023 China Shenzhen Jewellery Brand Development Conference", which is a proven indication of Lukfook's leading position in the gold jewellery retail industry. It also demonstrates the industry's and market's recognition of the brand popularity and reputation as a desired jewellery brand by customers.

Mr. Wong Wai Sheung, Chairman and Chief Executive Officer of the Group, said, "We are honoured to be ranked as one of the top five brands in terms of brand value and brand strength in the gold jewellery retail industry in 2022, which validates that the Group is recognised by our customers in terms of brand, products and services, and also highlights the strength of our brand. Lukfook Group has always adhered to the business philosophy of 'Exquisite Craftsmanship, Quality Services and Customer Orientation', providing customers worldwide with high-quality jewellery, excellent services and exceptional shopping experiences. The Group currently has over 3,200 points of sale in 11 countries and regions globally. In future, the Group will remain true to our original aspirations, continue to provide superior services and high-quality products to our customers, constantly enhance our brand value and capitalise on its advantages."

According to the "White Paper on China's Gold and Jewellery Brand Construction 2022" published by the Gems & Jewellery Trade Association of China, the total operating revenue of 22 retail brands in the industry showed positive growth from 2018 to 2021, increasing from RMB228 billion in 2018 to RMB301 billion in 2021. The overall market share of retail brand has been steadily increasing in recent years, rising from 39% in 2018 to 42% in 2021. The statistical data fully demonstrates that China's retail market has vast growth potential. The Group will continue to seize opportunities and actively expand Mainland market to bring better experiences to customers.

The China Council for Brand Development provides guidelines for brand valuation, and Gems & Jewellery Trade Association of China developed and promulgated the industry's first "Brand Valuation - Jewellery Industry" group standard, and established an evaluation expert committee. Based on the group standard and relevant international and domestic brand value valuation standards, the brand value valuation for the year 2022 was conducted for 44 gold jewellery brands.

六福集團

LUKFOOK 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 a total of over 3,200 points of sale in 11 countries and regions currently. The Group will continue to identify new business opportunities in the international markets to keep in line with 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 2441

Fax: (852) 3009 7509

Email: corporate@lukfook.com

JOVIAN Communications

Angel Yeung

Tel: (852) 2669 2987

Fax: (852) 2669 2980

Email: lukfook@joviancomm.com