

CHOW TAI FOOK JEWELLERY GROUP

CORPORATE
PRESENTATION

A Heritage in Crafting The Future -
Yesterday, today, and tomorrow



INTRODUCTION

CHOW TAI FOOK JEWELLERY GROUP LIMITED (SEHK STOCK CODE: 1929) WAS LISTED ON THE MAIN BOARD OF THE STOCK EXCHANGE OF HONG KONG IN DECEMBER 2011.

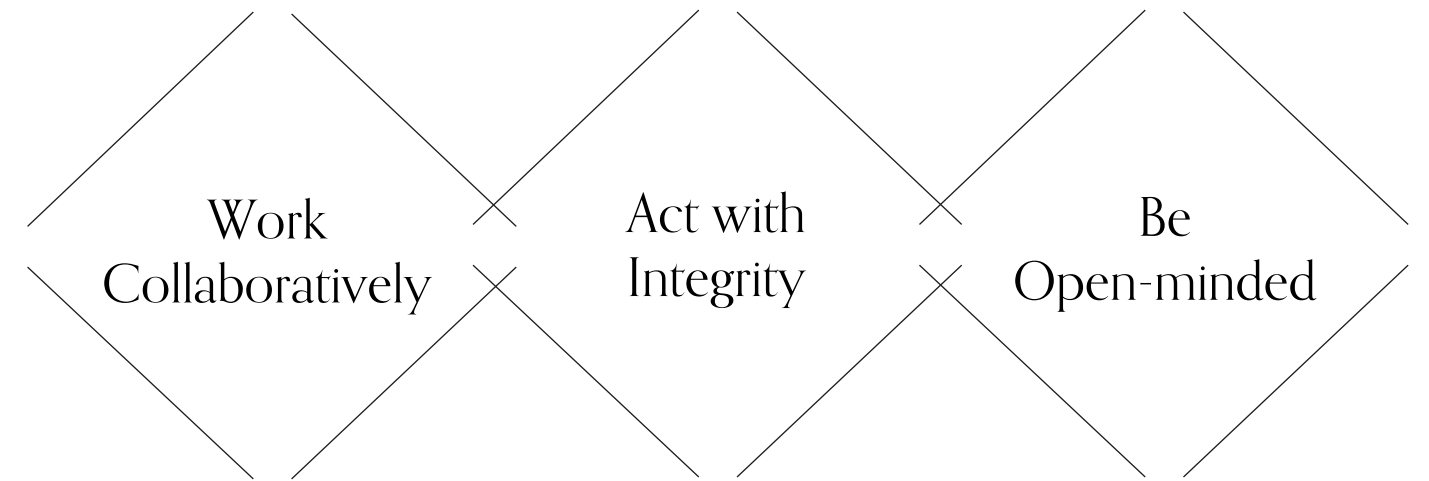
Founded in 1929, the Group's iconic brand "CHOW TAI FOOK" has become an emblem of tradition, celebrated for its bold designs and an unwavering attention to detail. Building upon a rich heritage and a foundation of trust, the Group is not only widely recognised for honouring traditions but also for fostering deep, meaningful connections with a diverse customer base through its products. The Group's long-standing commitment to innovation and craftsmanship has been integral to its success over time and has become synonymous with excellence, value and authenticity.

As a leading Chinese jeweller, the Group believes in blending contemporary cutting-edge designs with traditional techniques to create jewellery that can be passed down from generation to generation. Every collection is thoughtfully conceived and crafted to reflect the stories of our customers, celebrating the special moments in their lives. Committed to growing alongside our customers, the Group embraces a spirit that aspires to inspire and captivate generations to come, weaving the story of CHOW TAI FOOK into the fabric of their lives.

OUR VISION

To be the leading global jewellery brand that is a trusted lifetime partner for every generation

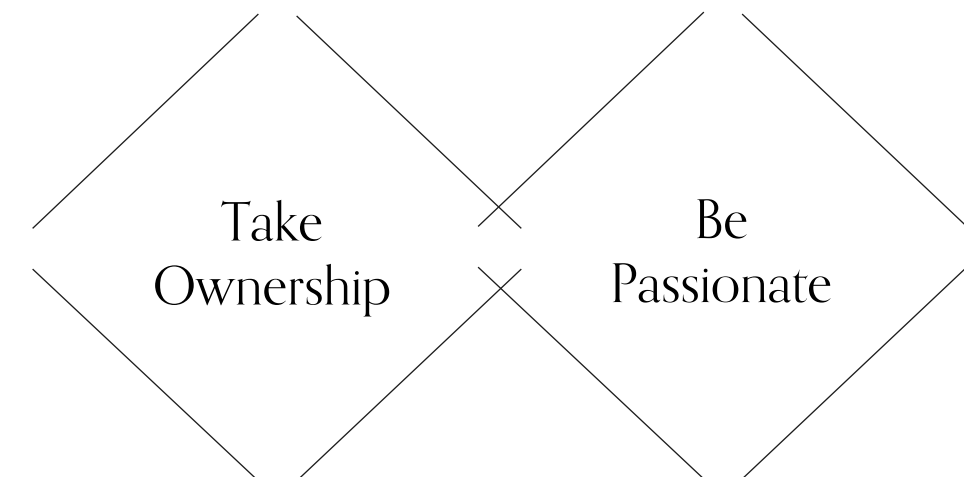
OUR VALUES



Understanding that people are core to our company's success – whether it be our employees, shareholders, partners or customers, we work together for the best possible outcomes

Based on strong ethics, behaving in a manner that is true to our heritage of always being honest, transparent, and genuine

Embodying adaptability with agility, demonstrating curiosity towards alternative perspectives and welcoming the new



Taking ownership of our actions, acknowledging that successes and mistakes are all learning opportunities

Carrying and expressing genuine interest in what we do and create, always acting with drive and enthusiasm

THE MILESTONES THAT DEFINE US

Since our founding in 1929, there have been many milestones that have led Chow Tai Fook Jewellery to our present-day success and where we are today. Let's take a walk down memory lane to discover our legendary journey of bold innovations, masterful craftsmanship, rich history and heritage.



1920

1930

1950

1970

1990

2000

2010

2020

THE MILESTONES THAT DEFINE US

1972

Pioneered and launched 999.9
gold jewellery in Hong Kong &
Macau of China, offering
guarantee of purity



1920

1930

1950

1970

1990

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2010

2020

THE MILESTONES THAT DEFINE US

1973

Acquired Zlotowski's and
became a De Beers' Sightholder



SIGHTHOLDER

OF THE DE BEERS GROUP OF COMPANIES

1920

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1950

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2020

THE MILESTONES THAT DEFINE US

1988

Established the jewellery
manufacturing factory in
Shunde, China

CHOW TAI FOOK JEWELLERY GROUP



1920

1930

1950

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1990

2000

2010

2020

THE MILESTONES THAT DEFINE US

1990

First to introduce
the revolutionary
"Fixed Price" policy

CHOW TAI FOOK JEWELLERY GROUP

• 11 • 甲版 • 1990年11月26日 星期一

周大福珠寶金行

何謂一口價？

相信一般人都會有興趣知道這個問題的真正答案。一般人買珠寶首飾，都有講價的習慣，認為購物能夠講價是個人的面子，也是個人優越感，一旦毋須講價，便認為無甚人精味。其實這種錯覺想法，純是心理使然，因為主要原因是未能澈底明白一口價的真正意義。

- 「一口價」的推行，是本行常啓動新潮流的創舉，乃專為顧客利益為大前提之一項突破革命性的突破政策，而非一般藉減價宣傳以廣招徠之短期活動。
- 「一口價」宗旨為明碼實價，而一般不負責任者大都屬天價，竟圖以「低折讓」取巧，倘顧客不慎誤價，即招致無形損失。
- 「一口價」是以最低成本加上微薄之利潤作為定價標準而為不可再減的實價。
- 「一口價」是「價無虛取，物有所值」的保證，故敢於承諾在卅天內可以換取等價貨品或原價收回，以堅定顧客的信心。

本公司歷史悠久，字號老，信譽好，維護消費者應得權益，自然是本公司應盡之責任。一口價既然有了真正的答案，你們可安心購買，不必顧慮。

迎合九十年代消費者心態
「一口價」確保信心 顧客受惠



周大福珠寶金行有限公司

總行：香港皇后大道中131號 4/F
 中國分行：廣東省省城大新街112號
 中國分行：廣東省省城大新街112號
 中國分行：廣東省省城大新街112號

1920

1930

1950

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1990

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2010

2020

THE MILESTONES THAT DEFINE US

2009

Became a Select Diamantaire
of Rio Tinto Diamonds –
an honour that only a few
diamantaires have received



1920

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1950

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2010

2020

THE MILESTONES THAT DEFINE US

2011

Listed on the Main Board of
The Stock Exchange of Hong
Kong (SEHK stock code: 1929)

CHOW TAI FOOK JEWELLERY GROUP



1920

1930

1950

1970

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2000

2010

2020

THE MILESTONES THAT DEFINE US

2016

Became a reference price
member of the Shanghai Gold
Benchmark Price and launched
T·MARK ingredient brand

CHOW TAI FOOK JEWELLERY GROUP



上海黄金交易所
SHANGHAI GOLD EXCHANGE



1920

1930

1950

1970

1990

2000

2010

2020

THE MILESTONES THAT DEFINE US

2022

Became a constituent stock of the
Hang Seng Index and was
included in the MSCI China Index

恒生指數
HANG SENG INDEXES

MSCI

1920

1930

1950

1970

1990

2000

2010

2020

THE MILESTONES THAT DEFINE US

2023

Reached over 7,000 stores
in Mainland China

CHOW TAI FOOK JEWELLERY GROUP



1920

1930

1950

1970

1990

2000

2010

2020

THE MILESTONES THAT DEFINE US

2023

Ranked 7th in the Top 10
Global Powers of Luxury Goods

CHOW TAI FOOK JEWELLERY GROUP

1 — LVMH Moët Hennessy-Louis Vuitton SE

2 — Kering SA

3 ▲ Compagnie Financière Richemont SA

4 ▼ The Estée Lauder Companies Inc.

5 ▼ Chanel Limited

6 ▼ L'Oréal Luxe

7 ▲ **Chow Tai Fook Jewellery Group Limited**

8 ▼ Hermès International SCA

9 — Rolex SA

10 ▲ PVH Corp.

Global Powers of Luxury Goods 2023, published by Deloitte
Top 10 luxury goods companies by sales, FY2022

1920

1930

1950

1970

1990

2000

2010

2020

THE MILESTONES THAT DEFINE US

2024

Celebrates 95th Anniversary
and embarks
brand transformation journey

CHOW TAI FOOK JEWELLERY GROUP



WHERE WE ARE
(FY2023 - For the year ended 31 March 2023)

REVENUE

HK\$
MILLION

94,684

CORE OPERATING PROFIT

HK\$
MILLION

9,439

PROFIT ATTRIBUTABLE TO SHAREHOLDERS

HK\$
MILLION

5,384

BASIC EARNINGS PER SHARE

HK\$

0.54

DIVIDEND PER SHARE

HK\$

1.22

DIVIDEND PAYOUT RATIO
(SPECIAL DIVIDEND EXCLUDED)

92.9%

TOTAL EQUITY

HK\$
MILLION

33,360

NET GEARING RATIO

27.6%

Excluding gold loans
Net cash position

CHOW TAI FOOK JEWELLERY GROUP



OUR MANAGEMENT

OUR DIVERSE PROFESSIONAL MANAGEMENT TEAM IS THE CORNERSTONE OF BUILDING BUSINESS RESILIENCE

We believe that good corporate governance promotes transparency, accountability, credibility, as well as the public and shareholders' confidence in the Group.

CHOW TAI FOOK JEWELLERY GROUP



OUR PEOPLE

DEVELOPING TALENTS NOW AND FOR THE FUTURE

Our people are the soul of Chow Tai Fook Jewellery.
We invest ample resources in the growth and development for

28,400+

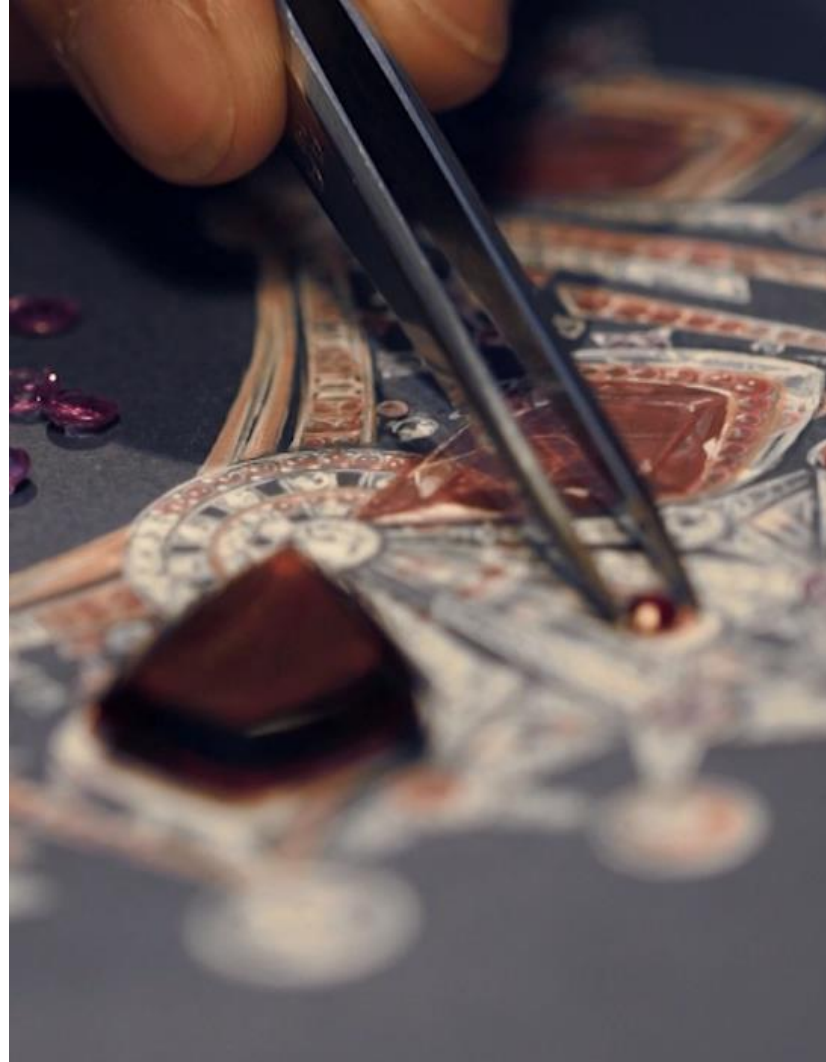
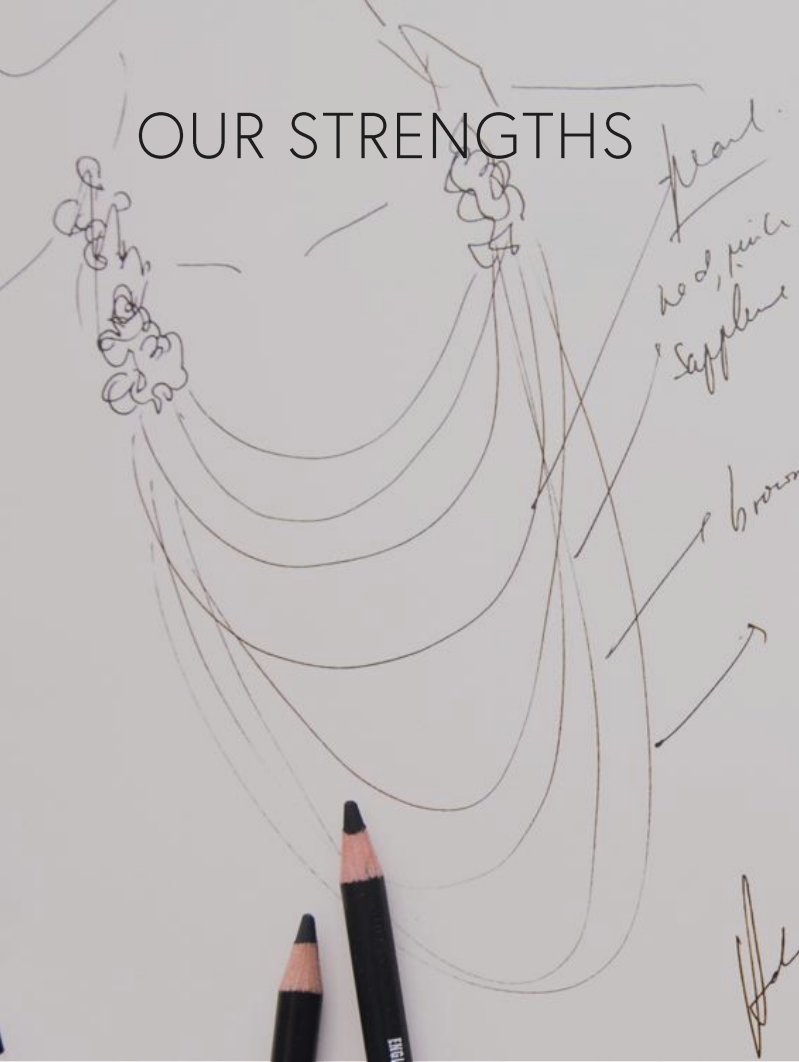
EMPLOYEES

CHOW TAI FOOK JEWELLERY GROUP

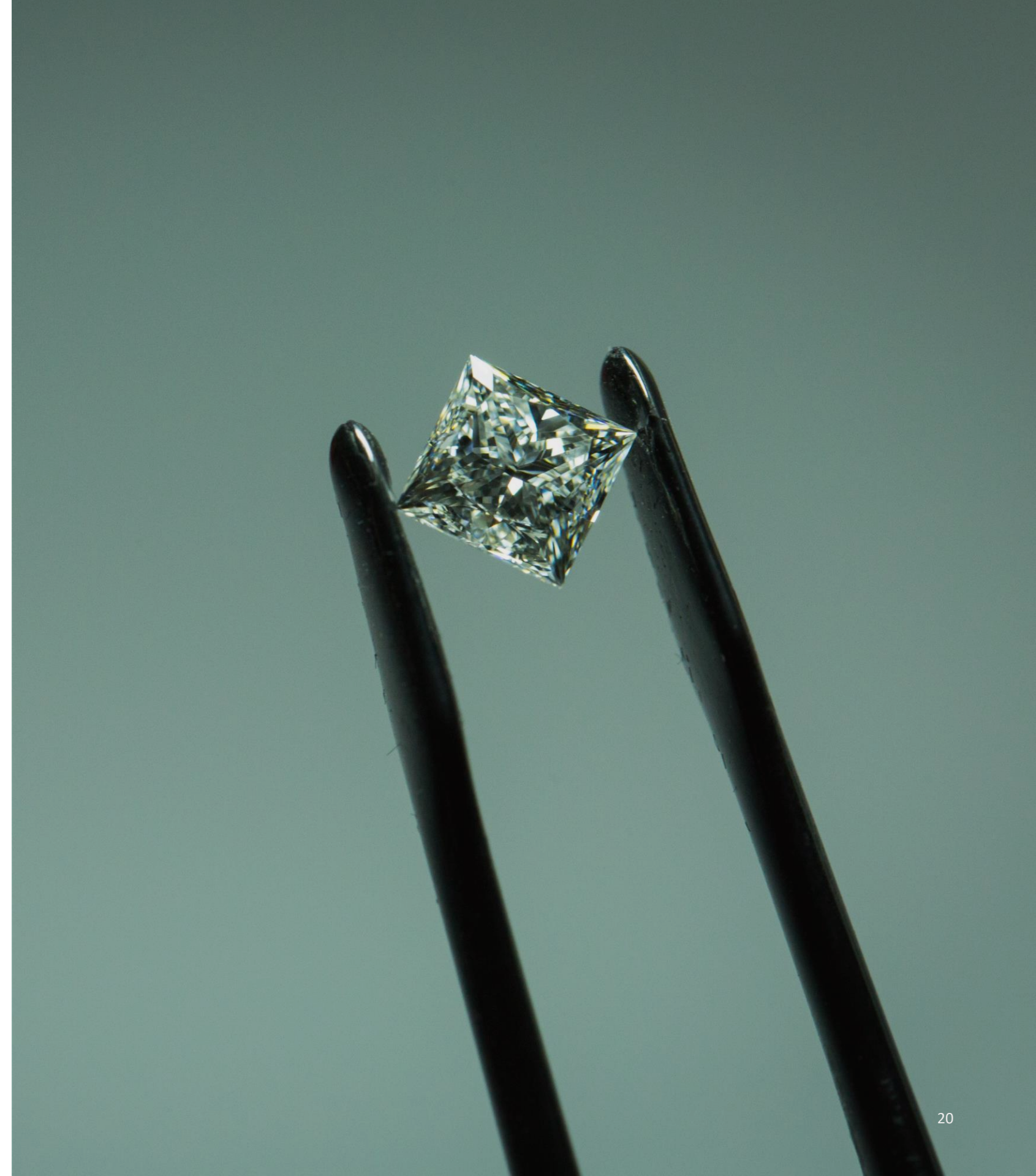
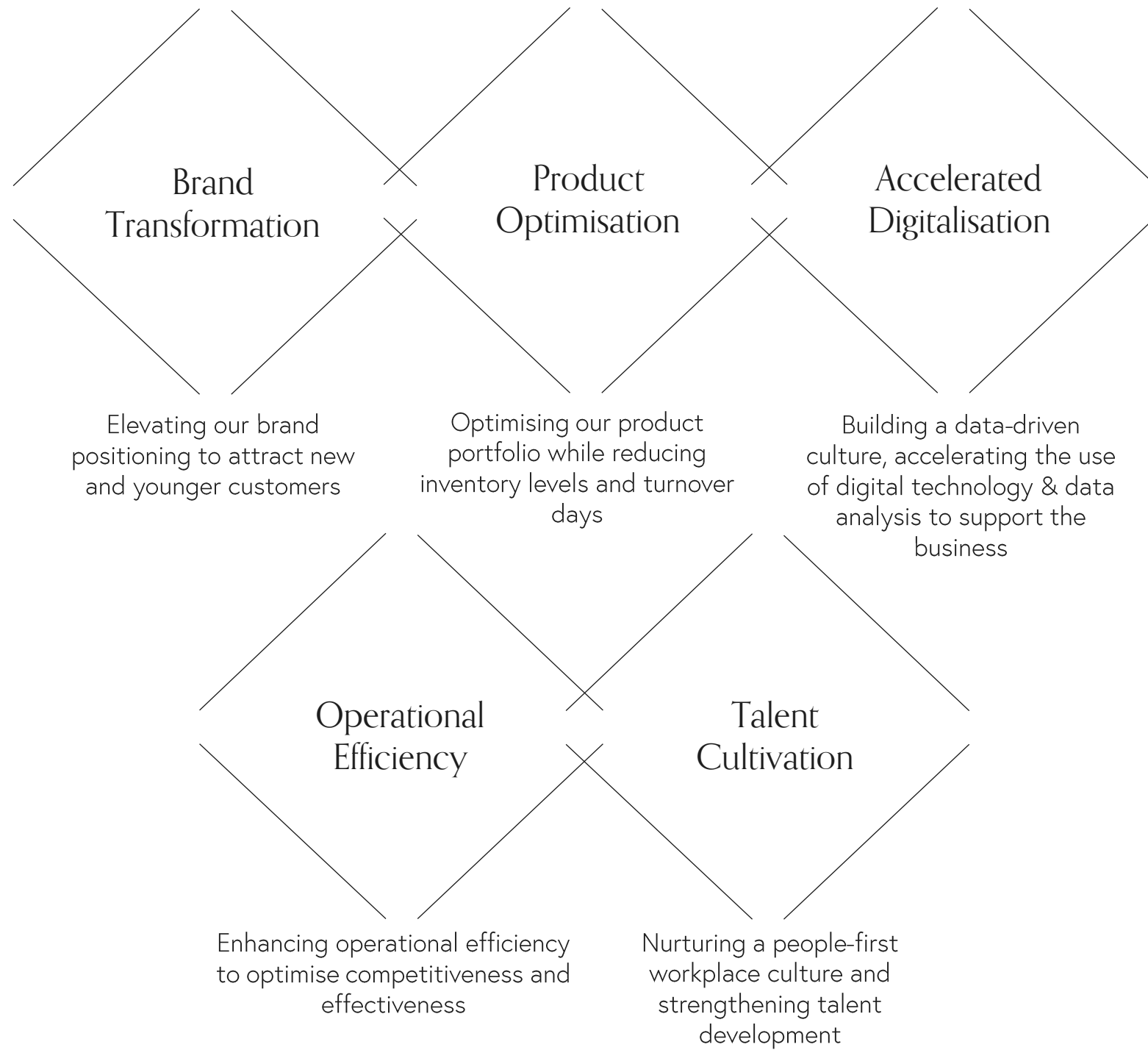
As at 30 September 2023



Chow Tai Fook Jewellery
commits to a culture and
a workplace that empowers
people to create impact.



OUR STRATEGIES WITH 5 KEY PRIORITIES



OUR PRESENCE

WE ARE GROWING

our global footprint to bring the beauty of traditional Chinese craftsmanship to the world

7,640	STORES IN MAINLAND CHINA	7	STORES IN KOREA
68	STORES IN HONG KONG, CHINA	7	STORES IN MALAYSIA
20	STORES IN MACAU, CHINA	2	STORES IN PHILIPPINES
20	STORES IN TAIWAN, CHINA	7	STORES IN SINGAPORE
1	STORES IN CAMBODIA	3	STORES IN THAILAND
2	STORES IN CANADA	1	STORES IN UNITED STATES
2	STORES IN JAPAN	2	STORES IN VIETNAM



OUR MEMBERS

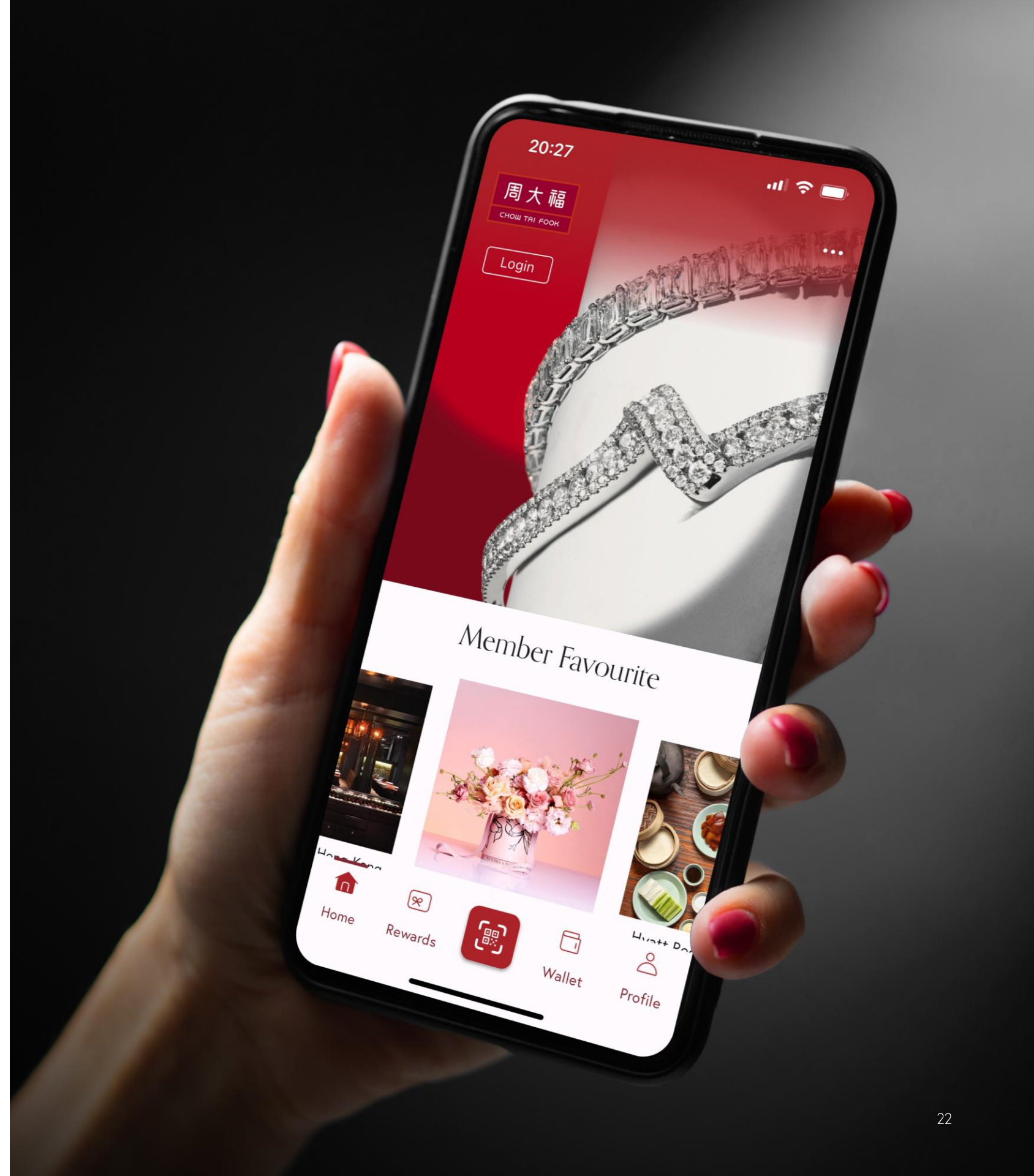
CONNECTING WITH GENERATIONS OF BRAND PATRONS

Boasting an expansive membership of

~6,652,000

MEMBERS

and growing, Chow Tai Fook Jewellery continues to be a strongly influential and deeply admired brand.



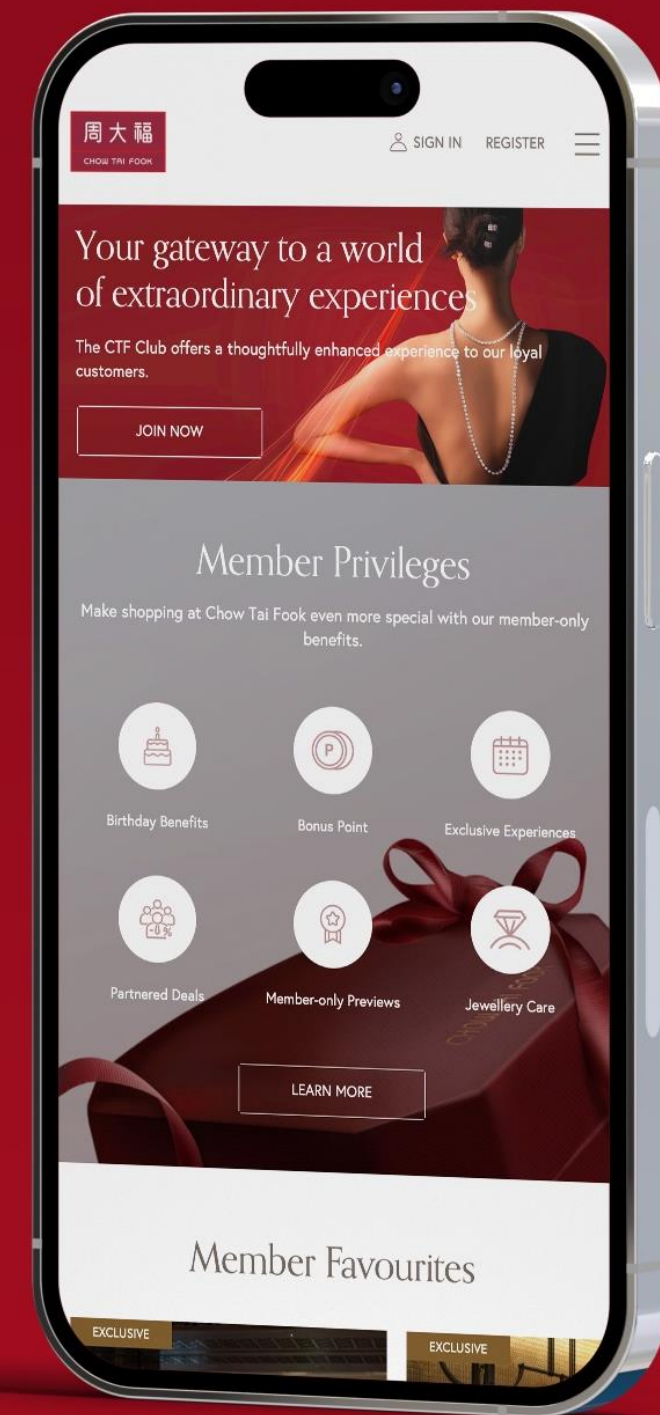
OUR MEMBERS

HIGH REPEAT PURCHASES DEMONSTRATE HIGH CUSTOMER SATISFACTION

Our members are loyal and an integral part of our brand, with **members' repeat purchase** (as a % of the respective RSV) totaling:

34.5% MAINLAND CHINA

37.7% HONG KONG & MACAU OF CHINA

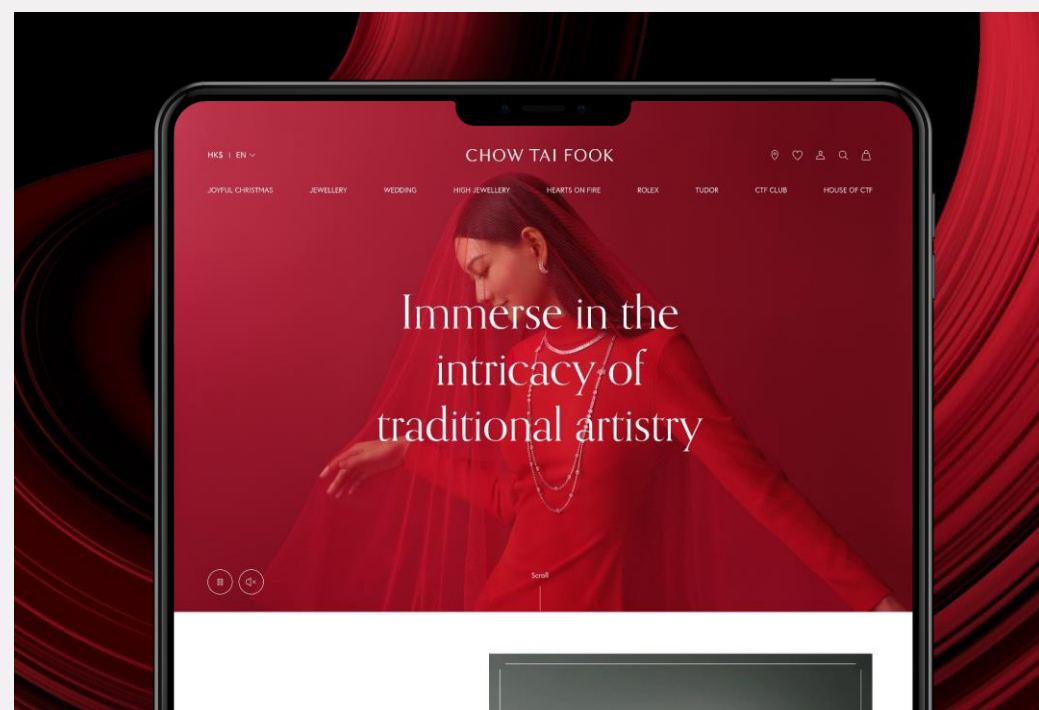
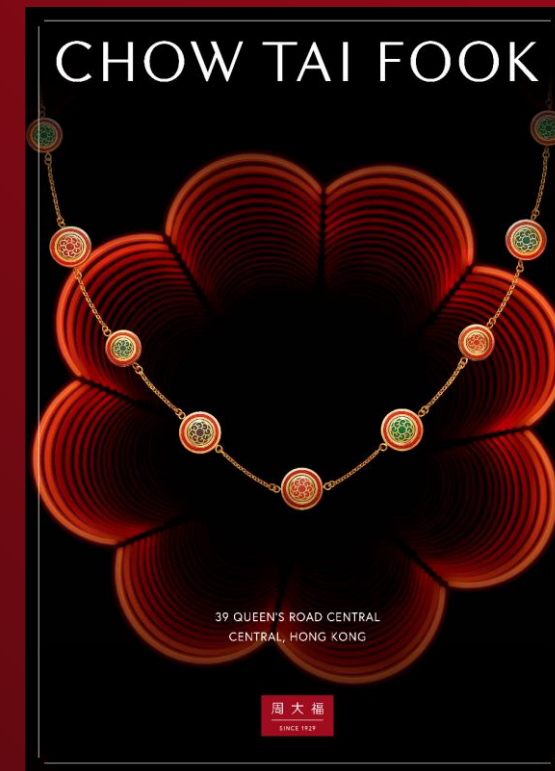
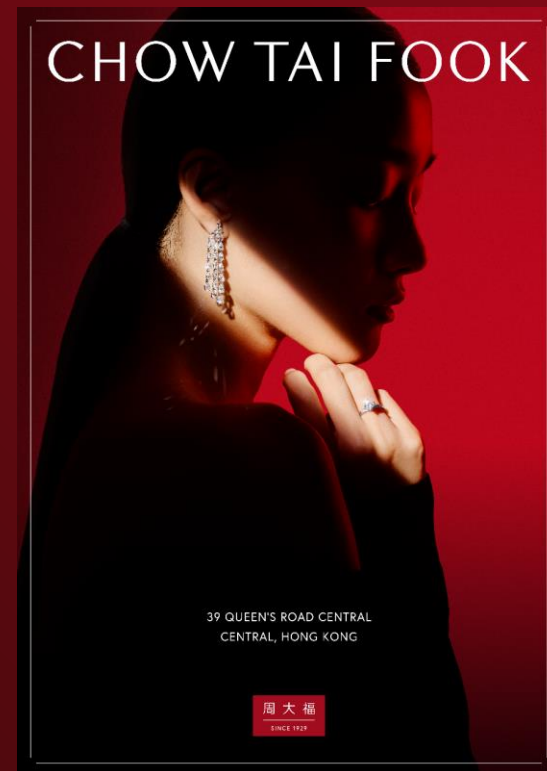


OUR FLAGSHIP BRAND

CHOW TAI FOOK

CHOW TAI FOOK JEWELLERY GROUP





ICONIC COLLECTION

Rouge Collection

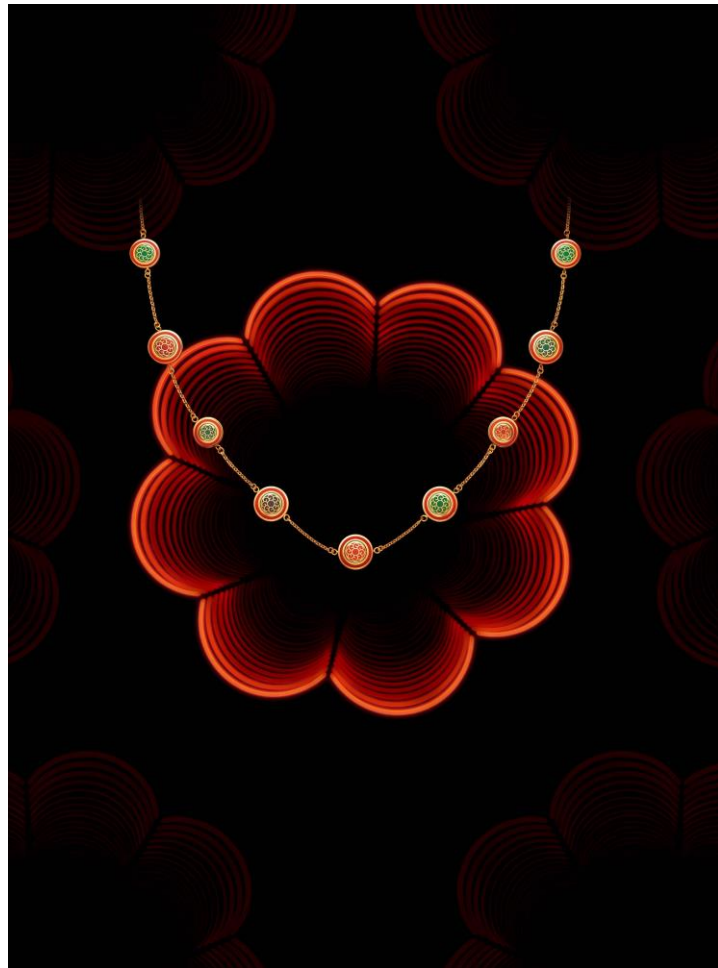


CHOW TAI FOOK JEWELLERY GROUP



ICONIC COLLECTION

HUÁ Collection



CHOW TAI FOOK JEWELLERY GROUP

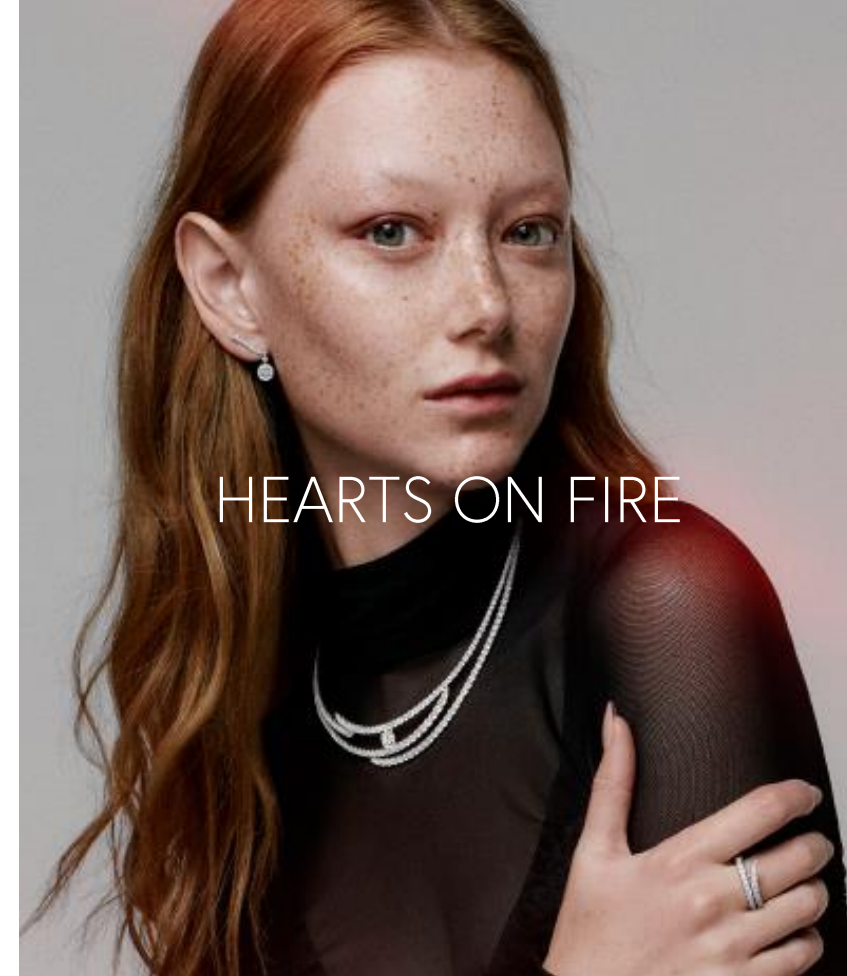


OUR INDIVIDUAL BRANDS

THE GROUP'S DIFFERENTIATION STRATEGY CONTINUES TO MAKE INROADS INTO DIVERSE CUSTOMER SEGMENTS

by catering to a bespoke experience for different lifestyles and personalities, as well as customers' different life stages.

CHOW TAI FOOK JEWELLERY GROUP



HEARTS ON FIRE



ENZO



MONOLOGUE



SOINLOVE

OUR EXQUISITE CRAFTSMANSHIP

CHOW TAI FOOK MASTER STUDIO

Home to more than 400 skilled craftsmen, among which dozens of them are master artisans with national level certification, each with more than 30 years of jewellery making experience.

Partners with academic institutions such as the Zheng Jing Yi Vocational Technical School in Shunde to provide training to our people in gold craftsmanship, jewellery business management and leadership skills.

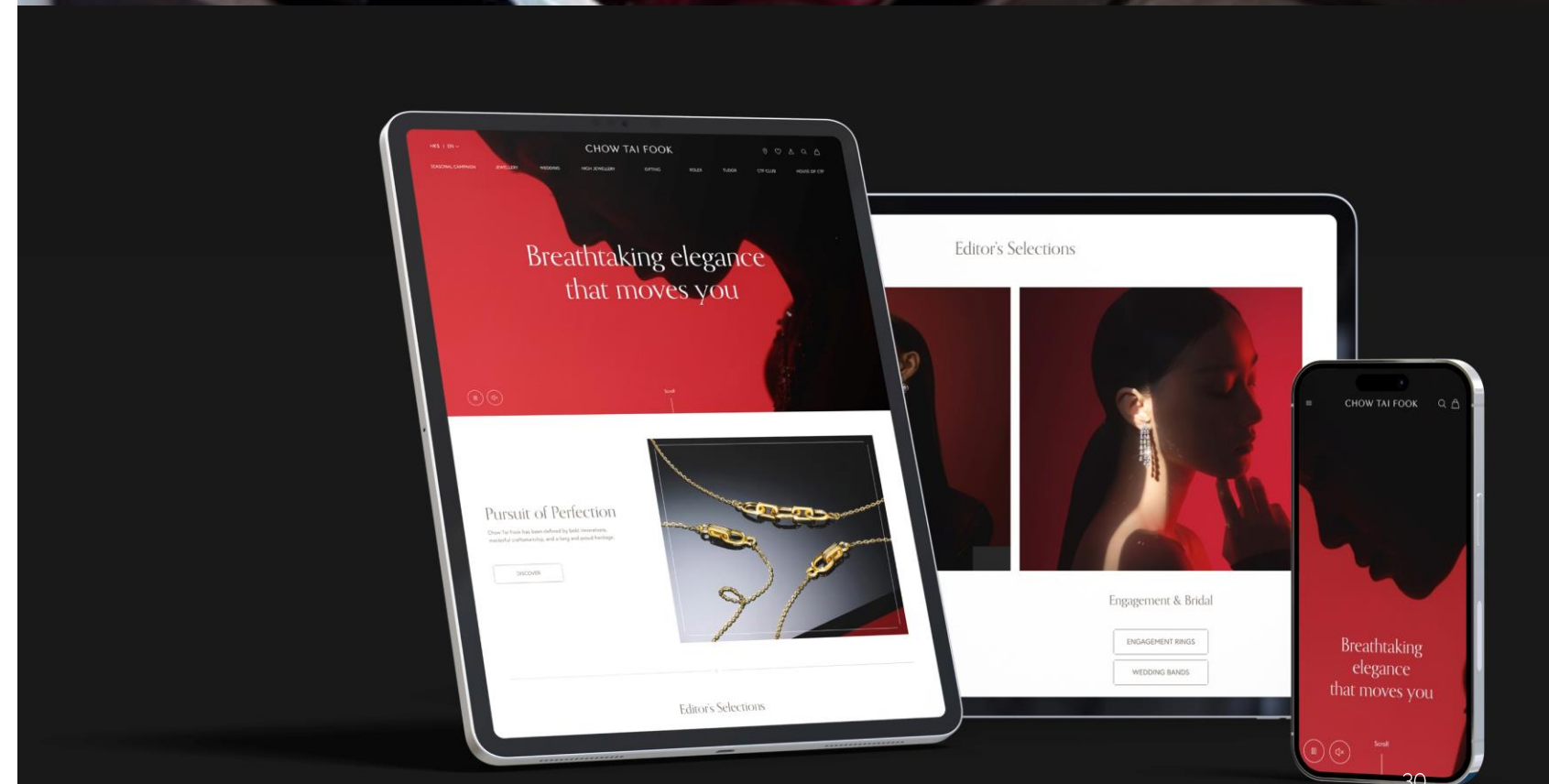
OUR INNOVATION & TECHNOLOGY

SMART MANUFACTURING AND RETAIL

The four production hubs in Wuhan, Shunde, Shenzhen and Hong Kong are equipped with highly automated production and logistics systems powered by Industrial 4.0 and IoT.

Chow Tai Fook Jewellery implements effective online-to-offline ("O2O") strategies to succeed in today's omni-channel retail environment.

CHOW TAI FOOK JEWELLERY GROUP



OUR CENTENNIAL COMMITMENT

CRAFTSMANSHIP, INNOVATION & TECHNOLOGY

Promote cross-generational craftsmanship, innovation and technology to cultivate artisanal spirit through mass engagement and in-depth experiential programmes

RESPONSIBLE SOURCING

Implement our Best Practice Principles for Suppliers and ensure 100% of key long-term suppliers are fully compliant

PEOPLE FOCUS


Cultivate our caring culture that embraces employee development, diversity, inclusion, wellbeing and family-friendly practices as well as giving back to our community

RESOURCE EFFICIENCY & CARBON REDUCTION

Reduce ecological footprint of our operations and reduce GHG intensity and water consumption intensity of the Group and waste generation intensity of production hubs by at least 15%^{1, 2}

¹Base year for all numerical targets in FY2019

²In FY 2023, targets of production hubs have been revised to achieve a minimum reduction of 50% compares to FY2019



Sustainability is key to
Chow Tai Fook Jewellery,
and we continuously
strive for greater
achievements
in this area.

By 2029, we will be an organisation
that stands for...

MAJOR AWARDS AND ACCOLADES



Our relentless effort in demonstrating stringent and transparent corporate governance



MAJOR AWARDS AND ACCOLADES



Member of the First Edition of "Sustainability Yearbook (China) 2023" of S&P Global

《可持续发展年鉴（中国版）》
入选企业

中国企业标普全球 ESG 评分 2022

Member of
**Dow Jones
Sustainability Indices**

Powered by the S&P Global CSA



CHOW TAI FOOK JEWELLERY GROUP

Chow Tai Fook Jewellery
is recognised as a
business dedicated to
sustainable practices

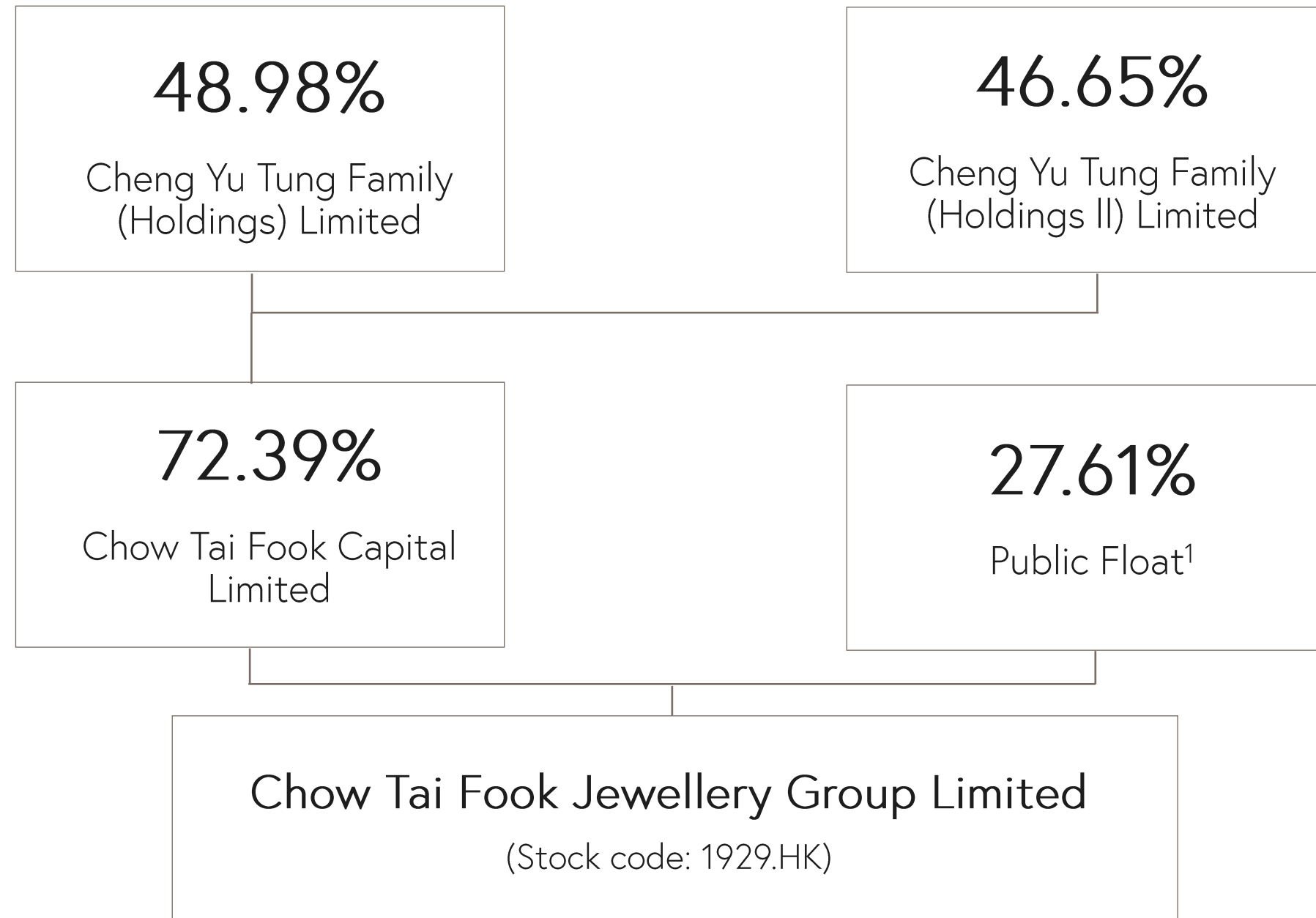




APPENDIX



OUR SHAREHOLDING STRUCTURE



¹ On the basis that Chow Tai Fook Capital Limited held approximately 72.39% of the total issued shares in the Company (as shown in the disclosure of interests on the Stock Exchange's website as at 30 September 2023), the public float amounted to not more than approximately 27.61% of the total number of issued shares in the Company

² Percentages shown are approximate figures

OUR BOARD OF DIRECTORS

Chairman



Cheng Kar-Shun, Henry

Vice-chairmen



Cheng Chi-Heng, Conroy



Cheng Chi-Man, Sonia

Managing Director



Wong Siu-Kee, Kent

Executive Directors



Cheng Chi-Kong, Adrian



Cheng Kam-Biu, Wilson



Cheng Ping-Hei, Hamilton



Suen Chi-Keung, Peter



Liu Chun-Wai, Bobby

Independent Non-executive Directors



Kwong Che-Keung,
Gordon



Lam Kin-Fung,
Jeffrey



Or Ching-Fai,
Raymond



Cheng Ka-Lai,
Lily



Chia Pun-Kok,
Herbert



Fung Wing-Yee,
Sabrina

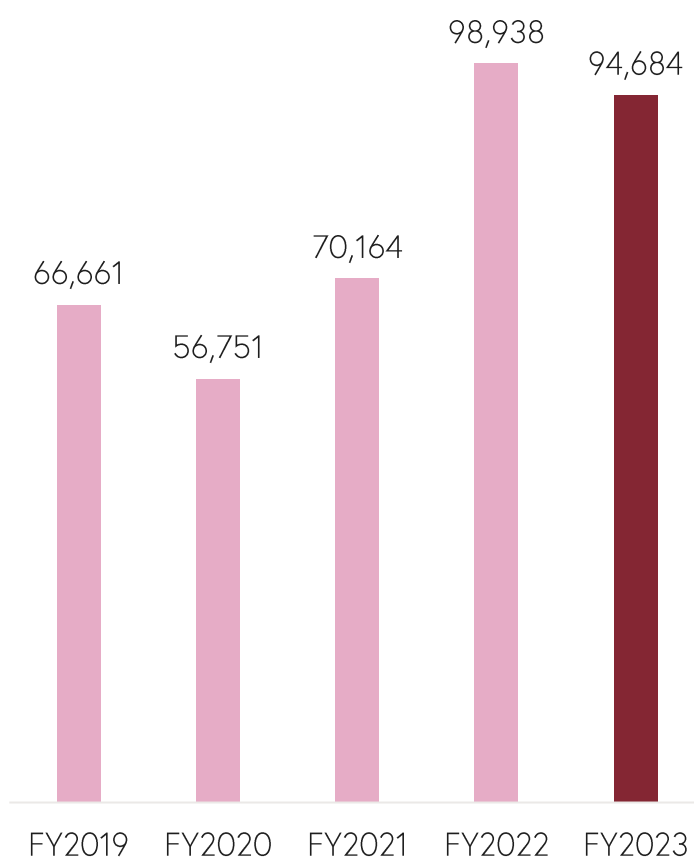


Tang Ying-Cheung,
Eric

FIVE YEAR PERFORMANCE SUMMARY

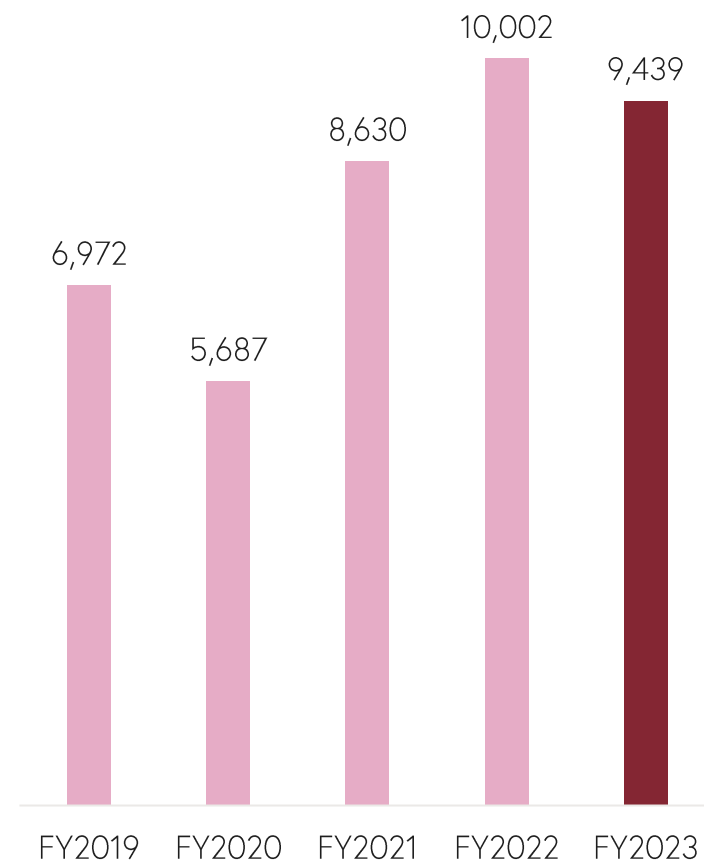
Revenue

HK\$ million

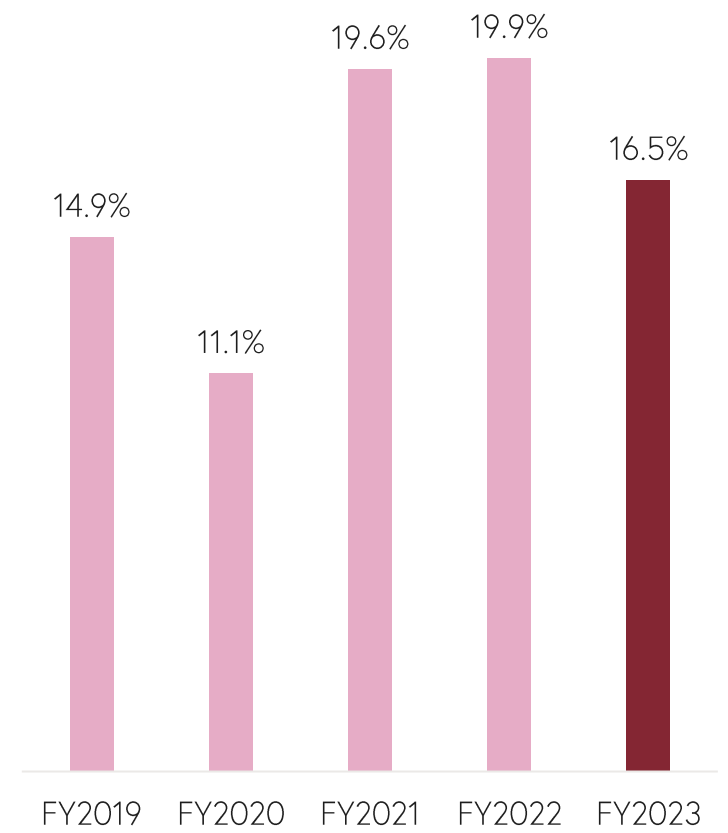


Core Operating Profit

HK\$ million



Return on Equity



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