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CHOW TAI FOOK JEWELLERY GROUP LIMITED

周大福珠寶集團有限公司

(Incorporated in the Cayman Islands with limited liability)

Stock Code: 1929

UNAUDITED KEY OPERATIONAL DATA FOR THE THREE MONTHS ENDED 31 MARCH 2026

Chow Tai Fook Jewellery Group Limited (the “Company”), together with its subsidiaries (the “Group”), hereby announce certain unaudited key operational data of the Group for the three months ended 31 March 2026 (the “Fourth Quarter”, or the “Quarter”). The unaudited key operational data in this announcement should be read in conjunction with the Company’s interim report 2025/2026.

KEY OPERATIONAL DATA

For the three months ended 31 March 2026

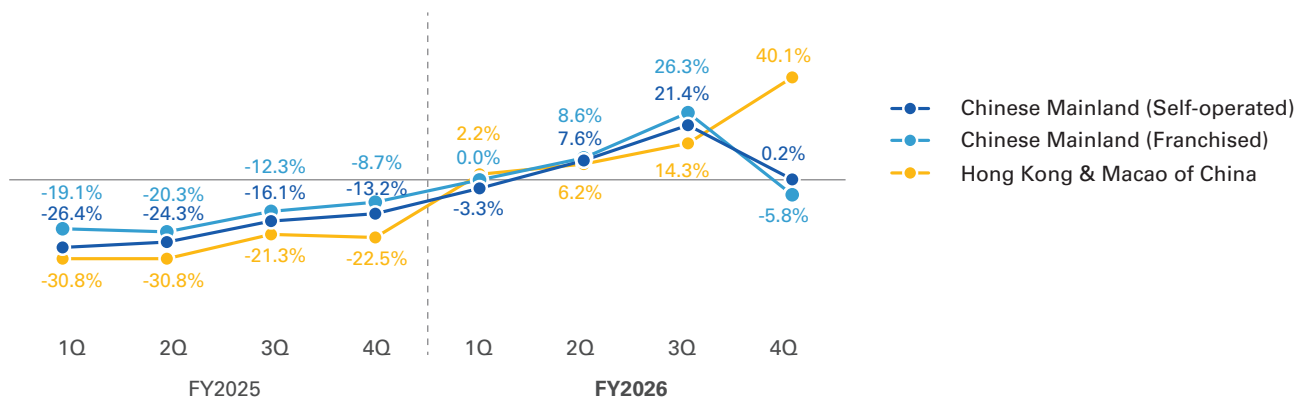
(% change compared to the same period last year)

	Group	
	Chinese Mainland	Hong Kong & Macao of China and other markets
Retail Sales Value ⁽¹⁾ (“RSV”) growth	-1.5%	
RSV growth	-8.2%	+58.5%
Contribution to Group RSV	83.7%	16.3%
	Chinese Mainland	Hong Kong & Macao of China
Same Store Sales ⁽²⁾ (“SSS”) growth	+0.2%	+40.1%
SSS volume growth	-30.9%	-12.2%
SSSG by product		
— Fixed-price jewellery	-10.3%	+38.5%
— Weight-based gold jewellery	+6.7%	+46.5%

⁽¹⁾ “Retail Sales Value” measures the sales at the ending price (VAT inclusive, if any), in respective functional currencies, of products sold to customers in the POS network and other channels.

⁽²⁾ “Same Store Sales” for the Fourth Quarter is the RSV from the self-operated POS of CHOW TAI FOOK JEWELLERY existing as at 31 March 2026 and which have been opened prior to 1 April 2024. RSV from franchised POS and other channels are not included.

Same Store Sales Growth

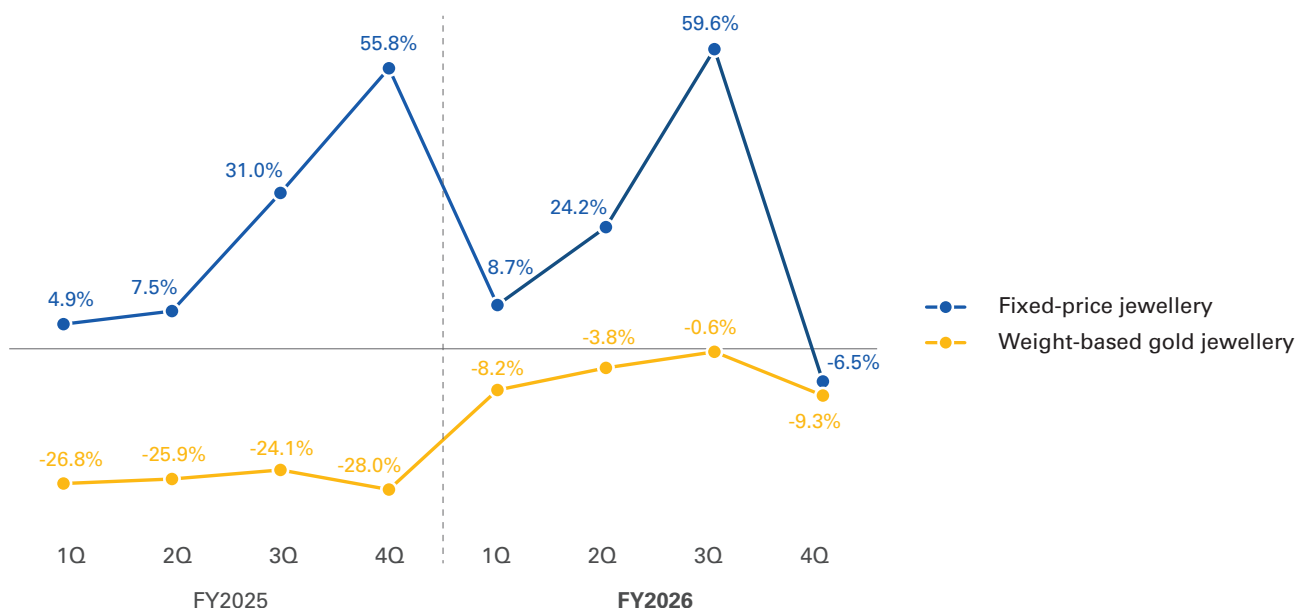


- The Fourth Quarter unfolded amid heightened external uncertainties and unprecedented gold price levels and volatility, leading to mixed effects on purchasing behaviours. In Chinese Mainland (the “Mainland”), SSS of self-operated stores slightly increased by 0.2% while SSS of franchised stores dropped by 5.8% during the Quarter. In Hong Kong and Macao, SSS grew by 40.1% year-on-year with Hong Kong up by 36.8% and Macao up by 50.1%, driven by positive consumption sentiment and strong customer traffic.
- The Same Store Average Selling Price (“ASP”) of weight-based gold jewellery stayed firm during the Quarter. In the Mainland, its ASP increased to HK\$11,900 (4QFY2025: HK\$7,800). In Hong Kong and Macao, its ASP expanded to HK\$21,200 (4QFY2025: HK\$13,600).
- ASP within the fixed-price jewellery also demonstrated resilience. In the Mainland, ASP of fixed-price gold jewellery, which includes gold products and gem-inlaid gold products, rose to HK\$7,900 (4QFY2025: HK\$5,700), while ASP of gem-set jewellery increased to HK\$9,500 (4QFY2025: HK\$8,200). In Hong Kong and Macao, ASP of fixed-price gold jewellery increased to HK\$8,300 (4QFY2025: HK\$4,200) and ASP of gem-set jewellery was HK\$18,300 (4QFY2025: HK\$17,200).
- We continued to advance our brand influence and retail experience as key pillars of our brand transformation. Our newly designed stores have consistently delivered higher productivity than average stores since the transformation began. As part of our global vision to expand brand influence, we strengthened our presence in luxury destinations across international markets. During the Quarter, we opened two newly designed stores in Bangkok, Thailand and Sydney, Australia, both in prime locations.
- In February, we achieved a significant milestone with the opening of our first flagship store on Canton Road in Tsim Sha Tsui, Hong Kong, the largest in Hong Kong and Macao. Boasting nearly 10,000 square feet, this landmark store embodies our craftsmanship, creativity and heritage, reinforcing our positioning as a global Chinese luxury group.
- During the Quarter, we also strategically expanded our product offerings with the launch of CTF Accessories and CTF HOME. This move effectively pushes the boundary of jewellery through continued innovation, enabling Chow Tai Fook to connect with customers across different lifestyle dimensions.

RSV Analysis

Chinese Mainland

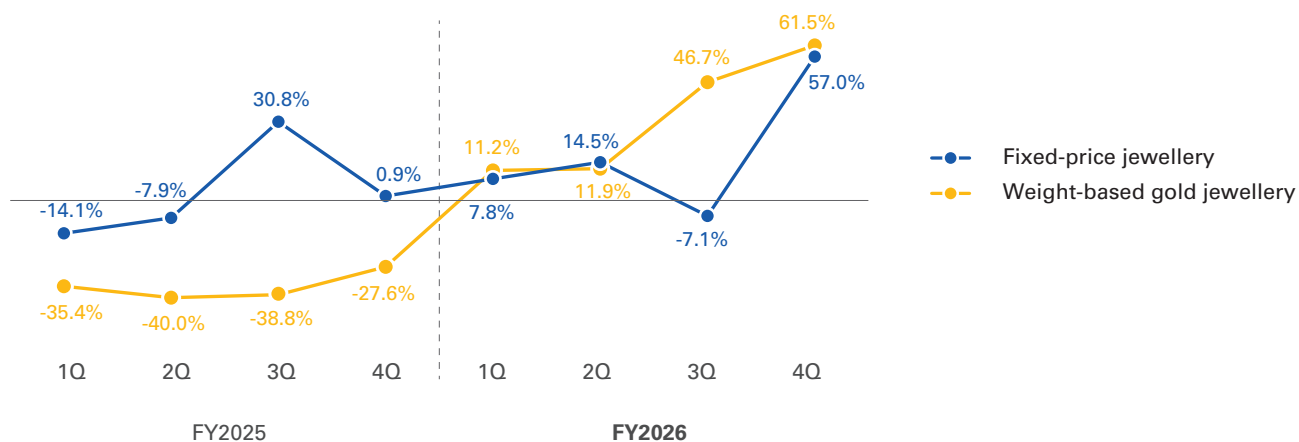
YoY change of respective RSV by product



- RSV of our fixed-price jewellery remained more resilient than weight-based gold jewellery in the Quarter, supporting a continual increase of fixed-price jewellery mix. RSV contribution of fixed-price jewellery reached 36.2% (4QFY2025: 35.5%) during the Quarter, while that of weight-based gold jewellery slightly reduced to 61.1% (4QFY2025: 61.8%), contributing positively to margin expansion.
- Within fixed-price jewellery, gem-inlaid gold products and Fei Cui jewellery were particularly robust, exhibiting over 30% of RSV growth.
- RSV of e-commerce in the Mainland remained robust and grew by 14.4% year-on-year in the Quarter, supported by effective customer engagement and successful IP collaborations. Its contribution to the Mainland business was 6.6% in RSV and 16.5% in volume during the Quarter.
- RSV contribution of franchised CHOW TAI FOOK JEWELLERY stores in the Mainland approximated 64.6% (4QFY2025: 69.9%) during the Quarter, as a result of ongoing network optimisation.

Hong Kong & Macao of China and other markets

YoY change of respective RSV by product



Note: The percentages calculated are subject to minor rounding differences.

— RSV contribution of fixed-price jewellery was 29.8% (4QFY2025: 30.1%) during the Quarter, while that of weight-based gold jewellery was 66.4% (4QFY2025: 65.2%).

POS Network

As at	31.3.2025 Total	31.12.2025 Total	Addition	Reduction	Net	31.3.2026 Total
CHOW TAI FOOK						
JEWELLERY	6,423	5,585	16	(141)	(125)	5,460
Chinese Mainland ⁽¹⁾	6,274	5,433	13	(141)	(128)	5,305 ⁽²⁾
Hong Kong & Macao						
of China	87	91	1	—	1	92
Other markets	62	61	2	—	2	63
Other brands	221	228	8	(7)	1	229
Chinese Mainland	213	217	8	(6)	2	219
Hong Kong & Macao						
of China	1	3	—	—	—	3
Other markets	7	8	—	(1)	(1)	7
Total	6,644	5,813	24	(148)	(124)	5,689

⁽¹⁾ CTF Watch excluded

⁽²⁾ 70.9% of CHOW TAI FOOK JEWELLERY POS were in franchised format

- We continue to rationalise our POS network by closing underperforming stores and launching higher-productivity stores in prime locations as we prioritise sustaining market leadership and strengthening network resilience in our store management.
- During the Quarter, we selectively opened 13 CHOW TAI FOOK JEWELLERY POS in the Mainland and closed 141 POS, resulting in a net closure of 128 POS. Overall, we net closed 969 CHOW TAI FOOK JEWELLERY POS in FY2026.
- In Hong Kong, Macao and other markets, we opened 1 POS in Hong Kong and 2 POS in other markets for CHOW TAI FOOK JEWELLERY in the Quarter.

CAUTION STATEMENT

The Board wishes to remind investors that the above unaudited operational update is based on the Company's internal records and management accounts for the three months ended 31 March 2026 which have not been reviewed or audited by auditors of the Company.

Shareholders of the Company and potential investors are advised to exercise caution when dealing in the shares of the Company.

By order of the Board
Chow Tai Fook Jewellery Group Limited
Dr. Cheng Kar-Shun, Henry
Chairman

Hong Kong, 22 April 2026

As at the date of this announcement, the executive directors are Dr. Cheng Kar-Shun, Henry, Mr. Cheng Chi-Heng, Conroy, Ms. Cheng Chi-Man, Sonia, Mr. Wong Siu-Kee, Kent, Mr. Cheng Kam-Biu, Wilson, Mr. Cheng Ping-Hei, Hamilton and Mr. Suen Chi-Keung, Peter; and the independent non-executive directors are Mr. Kwong Che-Keung, Gordon, Mr. Lam Kin-Fung, Jeffrey, Dr. Or Ching-Fai, Raymond, Ms. Cheng Ka-Lai, Lily, Mr. Chia Pun-Kok, Herbert, Ms. Fung Wing-Yee, Sabrina, Mr. Tang Ying-Cheung, Eric and Ms. Wong Ching-Ying, Belinda.