

CHOW TAI FOOK JEWELLERY GROUP LIMITED

Stock Code: 1929 • A Hong Kong Main Board Listed Company

FOR IMMEDIATE RELEASE

Chow Tai Fook Unveils First Store in Australia at Westfield Sydney, launching the Next Phase of International Expansion

Globalisation strategy as an integral part of brand transformation

(Hong Kong, Sydney, 26 March 2026) **Chow Tai Fook Jewellery Group Limited** ("Chow Tai Fook Jewellery Group", the "Group" or the "Company"; SEHK stock code: 1929), the global Chinese luxury group built on a nearly-century old of trust and innovation, establish its presence for the very first time in Australia. This expansion underscores the Group's brand transformation, elevating its global identity while honouring its heritage, craftsmanship and refined global luxury. With a global network of over 5,000 stores, the Group continues to deepen its presence in luxury destinations across international markets such as Canada, Singapore, Thailand, Malaysia, Korea and Japan etc.



Ms. Sonia Cheng, Vice-chairman of Chow Tai Fook Jewellery Group, commented, "The opening of our first store in Australia marks a milestone for Chow Tai Fook as a step further in the brand transformation journey, bringing our rich heritage and craftsmanship to the world. Sydney's vibrant cultural landscape and appreciation for timeless aesthetic make it the perfect home for our debut in this region. We look forward to connecting with the Australian community with jewellery that celebrates artistry, innovation, and enduring elegance."

New Expression of Heritage and Modern Luxury

Located at Westfield Sydney, alongside global luxury fashion houses, the new store highlights Chow Tai Fook's ambition to reshape global luxury. The store prominently features the brand's iconic "Timeless Red" on its façade, blending contemporary design with refined oriental aesthetics. Inside, warm black walnut paneling is complemented by champagne-gold accents, creating an elegant and sophisticated environment that showcases Chinese craftsmanship and artistry while maintaining a modern, understated tone. The lighting and ceiling design further elevate the premium retail ambience. The store

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also features a dedicated VIP Lounge that offers exclusive environment for product viewing and personalised service.

The new store at Westfield Sydney is now open.

Address:

Shop 3018/A, Westfield Sydney, Level 3, 188 Pitt Street Sydney 2000

Operating hours:

Monday - Wednesday, Friday, Saturday & Sunday: 10:00am- 7:00pm

Thursday: 10:00am - 9:00pm

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Chow Tai Fook Jewellery Group Limited

Since its founding in 1929, CHOW TAI FOOK, the flagship brand of Chow Tai Fook Jewellery Group, has been celebrated for its bold designs and meticulous attention to detail. Our commitment to innovation and craftsmanship has made us synonymous with excellence, value, and authenticity.

As a global Chinese luxury brand, we blend contemporary designs with traditional techniques to create timeless pieces. Each collection reflects our customers' stories and lives, celebrating their special moments. We aspire to inspire and captivate generations to come, weaving the story of CHOW TAI FOOK into their own.

Our brand portfolio includes the iconic CHOW TAI FOOK flagship brand, HEARTS ON FIRE, ENZO, and MONOLOGUE, offering a wide variety of products that also includes an expanding range of cutting-edge IP collaborations. With over 5,000 stores worldwide, we offer a seamless client journey across all touchpoints that includes a network across China as well as a growing number of global locations.

Chow Tai Fook Jewellery Group Limited (SEHK: 1929) has been listed on the Main Board of the Hong Kong Stock Exchange since December 2011. We are committed to delivering sustainable long-term value for our stakeholders by continually enhancing earnings quality and driving higher value growth.

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