

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

SHAREHOLDER COMMUNICATION POLICY

(THIS “POLICY”)

1. Introduction

Chow Tai Fook Jewellery Group Limited (“Chow Tai Fook” or the “Group”) is committed to accountability, transparency, and fair treatment of its shareholders (the “Shareholders”) and, in appropriate circumstances, the investment community at large. We are aware that to maintain the trust and confidence of our Shareholders and the investment community, we should try our best efforts to ensure that they are properly informed of the performance of the Group, that there is clarity about the Group’s strategy and prospects, and confidence that the stewardship of the Group’s assets are properly managed on their behalf.

For the purpose of this Policy, reference to the investment community is intended to include the Group’s potential investors as well as analysts reporting and analysing the Group’s performance.

2. General Policy

This Policy sets out the Group’s key principles and practices for an effective communication and engagement with Shareholders and the investment community so as to enable shareholders and the investment community to make an informed investment or investment-related decisions.

Communication with Shareholders and the investment community is given high priority. The board of directors of the Group (the “Board”) and senior management maintain continuing communication with them. Information shall be communicated mainly through the Group’s announcements, financial reports (interim and annual reports) and other regulatory disclosures, general meeting(s) that may be convened, as well as by making all the disclosures submitted to The Stock Exchange of Hong Kong Limited (the “SEHK”) and the Group’s corporate communication and other corporate publications on the Group website (www.ctfjewellerygroup.com).

Effective and timely dissemination of information to Shareholders and the investment community should be ensured at all times. Any question regarding this Policy shall be

directed to our Investor Relations and Corporate Communications team. Please refer to their contact details in paragraph 3(VII) below.

3. Communication Strategies

(I) Our Group Reports and Announcements

- (i) Financial Reporting
- (ii) Announcement
- (iii) Sustainability Reporting

The publication of half-yearly and full year financial report and the corresponding announcements is in a timely manner. We aim to provide a fair, balanced and understandable disclosure of information to allow Shareholders and the investment community to assess the Group's financial position and outlook.

The financial report is prepared in accordance with the requirements of the Hong Kong Companies Ordinance, the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited (the "Listing Rules") and other applicable laws and regulations. The financial reports are published on the websites of the SEHK and the Group and are sent by post to the Shareholders who have elected to receive a physical copy.

To ensure that our Shareholders are informed as early as practicable on the performance of the Group, we also issue quarterly voluntary announcements on key operational data shortly after each quarter end.

Information on our sustainability policies and practices is provided in our annual sustainability report. We keep Shareholders and the investment community informed of the ways we seek to achieve sustainable growth and profits for them.

The aforesaid documents released by the Group to the SEHK are also posted on the Group website immediately thereafter.

The Group is aware of its obligation under the Listing Rules and the Securities and Futures Ordinance and the overriding principle that inside information should be announced as soon as reasonably practical after it becomes known to the Board.

(II) Our Group Website

A dedicated Investor Relations section is available on the Group website. Information on the Group website is updated on a regular and timely basis.

Information released by the Group to the SEHK is also posted on the Group website immediately thereafter. Such information includes financial reports, results announcements, circulars and notices of general meetings and other regulatory disclosures.

All presentation materials provided in conjunction with the Group's results announcements every half year together with our webcasts are made available on the Group website as soon as practicable after their release.

Press releases issued by the Group are made available under the Media section of the Group website.

(III) Shareholders' Meeting

Shareholders are encouraged to participate in general meetings or to appoint proxies to attend and vote at meeting for and on their behalf if they are unable to attend the meetings.

Appropriate arrangements for the Annual General Meetings (the "AGM") are in place to encourage Shareholders' participation.

The process of the Group's general meetings will be monitored and reviewed on a regular basis and if necessary, changes will be made to ensure that Shareholders' needs are best served.

Board members and the external auditor attend AGM to answer Shareholders' questions. All Shareholders are welcome to express their opinions.

Proceedings at the AGM are made available on the Group website as soon as practicable following the meeting.

(IV) Investment Community Communications

Results briefings, meetings, roadshows and corporate activities are arranged on a regular basis to facilitate quality and two-way communications between the Group, Shareholders and the investment community.

Meeting records are documented and kept of the key issues discussed during the meetings. Our Investor Relations and Corporate Communications team plays an important role in assisting the Board to obtain market feedback and issues of concern from the Shareholders and the investor community. The team also has direct access to the Board to communicate such information on a regular basis.

We maintained continuous dialogue with sell-side analysts and review research reports regarding the Group received from brokerage houses. Under normal circumstances, we make no comment on analyst's opinion. Where a research report contains inaccurate information that is already in the public domain and does not constitute inside information, we will inform the analyst of the correct information.

(V) Shareholder Visit

The Group organises visits for Shareholders and the investment community on occasions to our production hubs, offices, stores and corporate events to facilitate understanding on our latest operations and business development.

(VI) Media Communications

The Group maintains an ongoing communication with media through interviews, press conferences, press releases, external publications, updates of Media section under the Group website, as well as direct access to our team. Through effective communications of the Group's business development, initiatives and prospects with media, it helps us to convey corporate messages efficiently to a wider range of stakeholders, including but not limited to our Shareholders and the investment community.

(VII) Shareholders' Enquiries

Contact details to which Shareholders and the investment community may address enquiries are provided on our website and in our interim and annual reports.

Shareholders and the investment community who have questions or comments on the Group are most welcome to contact our Investor Relations and Corporate Communications team and the contact details are as follows:

Address: 38/F, New World Tower, 16-18 Queen's Road Central, Central, Hong Kong

Telephone: (852) 2526 8649

Email: ir@chowtaifook.com

Registered Shareholders shall direct any enquiries about their shareholdings such as transfer of shares, change of name or address, loss of share certificates or dividend cheques etc to our Hong Kong Branch Registrar. Contact details are stated clearly on the Group website (<https://www.ctfjewellerygroup.com/en/contact/contact-us.html>).

(VIII) Shareholder Privacy

The Group recognises the importance of Shareholders' privacy and will not disclose Shareholders' information without their consent, unless otherwise required by law.

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