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Unless defined herein, terms used in this announcement shall have the same meanings as those defined in the Prospectus.

周大福

CHOW TAI FOOK

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)

GLOBAL OFFERING

Number of Offer Shares under the Global Offering	:	1,050,000,000 Shares (subject to the Offer Size Adjustment Option and the Over-allotment Option)
Number of Hong Kong Offer Shares	:	52,500,000 Shares (subject to reallocation and the Offer Size Adjustment Option)
Number of International Offer Shares	:	997,500,000 Shares (subject to reallocation and the Offer Size Adjustment Option and the Over-allotment Option)
Maximum Offer Price	:	HK\$21.00 per Offer Share plus brokerage of 1.0%, SFC transaction levy of 0.003% and Stock Exchange trading fee of 0.005% (payable in full on application in Hong Kong dollars and subject to refund)
Nominal value	:	HK\$1.00 per Share
Stock code	:	1929

Joint Global Coordinators

Goldman Sachs

HSBC 

J.P.Morgan

Deutsche Bank 

Joint Sponsors (in alphabetical order)

Goldman Sachs

HSBC 

J.P.Morgan

Joint Bookrunners (in alphabetical order)

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Deutsche Bank 

Goldman Sachs

HSBC 

J.P.Morgan

 UBS

Financial Advisers

 ROTHSCHILD

 VMS

Application has been made to the Listing Committee of the Stock Exchange for the listing of, and permission to deal in, the shares of the Company (the “Shares”), comprising (a) the Hong Kong Public Offering of initially 52,500,000 Shares (including 3,675,000 Employee Reserved Shares) (subject to reallocation and the Offer Size Adjustment Option), (b) the International Offering of initially 997,500,000 Shares (subject to reallocation and the Offer Size Adjustment Option and the Over-allotment Option) and (c) any Shares which may be offered in connection with the Offer Size Adjustment Option and the Over-allotment Option (which, if exercised in full, amounts to 210,000,000 Shares and 189,000,000 Shares, respectively). In the event that the Over-allotment Option is exercised, an announcement will be made by the Company.

Applications for the Offer Shares will only be considered on the basis of the terms and conditions set out in the Prospectus and related Application Forms.

Applicants who wish the Hong Kong Offer Shares to be allotted in their own names should (i) complete and sign the **WHITE** Application Forms; or (ii) submit applications online through the designated website of the HK eIPO White Form Service Provider at www.hkeipo.hk. Applicants who wish to have the Hong Kong Offer Shares allotted in the name of HKSCC Nominees Limited and deposited directly into CCASS for credit to their CCASS Investor Participant stock accounts or the stock accounts of their designated CCASS Participants maintained in CCASS should either (i) complete and sign the **YELLOW** Application Forms; or (ii) give **electronic application instructions** to HKSCC via CCASS. Eligible Employees who wish to be allotted the Employee Reserved Shares should complete and sign the **PINK** Application Forms.

Copies of the Prospectus, together with **WHITE** Application Forms, may be obtained during between 9:00 a.m. to 4:30 p.m. from Monday, 5 December 2011 to Wednesday, 7 December 2011 and between 9:00 a.m. to 12:00 noon on Thursday, 8 December 2011 from:

1. any of the following offices of the Joint Bookrunners:

Credit Suisse (Hong Kong) Limited	Level 88, International Commerce Centre 1 Austin Road West Kowloon Hong Kong
Citigroup Global Markets Asia, Limited	50th Floor, Citibank Tower, Citibank Plaza 3 Garden Road Central Hong Kong
Deutsche Bank AG, Hong Kong Branch	Level 52, International Commerce Centre 1 Austin Road West Kowloon Hong Kong
Goldman Sachs (Asia) L.L.C.	68/F., Cheung Kong Center 2 Queen's Road Central Hong Kong
The Hongkong and Shanghai Banking Corporation Limited	Level 15, 1 Queen's Road Central Hong Kong
J.P. Morgan Securities (Asia Pacific) Limited	28th Floor, Chater House 8 Connaught Road Central Hong Kong

UBS AG, Hong Kong Branch

52/F., Two International Finance Centre
 8 Finance Street
 Central
 Hong Kong

2. any of the following branches of the Receiving Banks:

The Hongkong and Shanghai Banking Corporation Limited

	Branch Name	Address
Hong Kong Island:	Hong Kong Office	Level 3, 1 Queen's Road Central
	Pacific Place Branch	Shop 401, Pacific Place, 88 Queensway
	North Point Branch	G/F., Winner House, 306–316 King's Road, North Point
	The Westwood Branch	LG01–3, LG Floor, The Westwood, 8 Belcher's Street
	Causeway Bay Branch	1/F., Causeway Bay Plaza 2, 463–483 Lockhart Road
Kowloon:	Kowloon City Branch	1/F., 18 Fuk Lo Tsun Road, Kowloon City
	Tin On Building Branch	777–779 Cheung Sha Wan Road
	Tsim Sha Tsui Branch	Basement & 1/F., 82–84 Nathan Road, Tsim Sha Tsui
New Territories:	Sunshine City Plaza Branch	Shop No. 3010, Level 3, Sunshine City Plaza, Ma On Shan
	Maritime Square Branch	Shop 308F, Level 3, Maritime Square, Tsing Yi
	Shatin Plaza Branch	Shop 49, Level 1, Shatin Plaza, 21–27 Sha Tin Centre Street, Sha Tin

Standard Chartered Bank (Hong Kong) Limited

	Branch Name	Address
Hong Kong Island:	Des Voeux Road Branch	Standard Chartered Bank Building, 4–4A, Des Voeux Road Central, Central
	Wanchai Southorn Branch	Shop C2 on G/F. and 1/F., Lee Wing Building, No. 156–162 Hennessy Road, Wanchai
	North Point Centre Branch	North Point Centre, 284 King's Road, North Point
Kowloon:	Kwun Tong Hoi Yuen Road Branch	G/F., Fook Cheong Building, No. 63 Hoi Yuen Road, Kwun Tong
	Lok Fu Shopping Centre Branch	Shop G101, G/F., Lok Fu Shopping Centre

New Territories:	Kwai Chung Branch	Unit A, G/F., Effort Industrial Building, 2–8 Kung Yip Street, Kwai Chung
	Yuen Long Fung Nin Road Branch	Shop B at G/F. and 1/F., Man Cheong Building, 247 Castle Peak Road, Yuen Long
	Tseung Kwan O Branch	Shop G37–40, G/F., Hau Tak Shopping Centre East Wing, Hau Tak Estate, Tseung Kwan O

Bank of Communications Co., Ltd. Hong Kong Branch

	Branch Name	Address
Hong Kong Island:	Hong Kong Branch	20 Pedder Street, Central
	Hennessy Road Sub-Branch	G/F., Bank of Communications Building., 368 Hennessy Road
	Quarry Bay Sub-Branch	G/F., 981 C, King's Road
Kowloon:	Shamshuipo Sub-Branch	G/F., Shop 1, Golden Centre, 94 Yen Chow Street
	Ngau Tau Kok Sub-Branch	Shop G1 & G2, G/F., Phase I, Amoy Plaza, 77 Ngau Tau Kok Road
New Territories:	Tsuen Wan Sub-Branch	G/F., Shop G9B–G11, Pacific Commercial Plaza, Bo Shek Mansion, 328 Sha Tsui Road
	Tuen Mun Sub-Branch	Shop 7–8, G/F., Castle Peak Lin Won Building, 2–4 Yan Ching Street
	Fanling Sub-Branch	Shop No.84A–84B, G/F., Flora Plaza

The Bank of East Asia, Limited

	Branch Name	Address
Hong Kong Island:	Main Branch	10 Des Voeux Road Central
	Taikoo Shing Branch	Shop G1010–1011, Yiu Sing Mansion
Kowloon:	Waterloo Road Branch	Shop A, G/F., Richland House, 77B & 77C Waterloo Road
	Kwun Tong Branch	7 Hong Ning Road
	Ma Tau Wei Road Branch	23–27 Ma Tau Wei Road
New Territories:	Tai Wai Branch	16–18 Tai Wai Road, Cheung Fung Mansion, Shatin
	Park Central Branch	Shop G6, G/F., Park Central, 9 Tong Tak Street, Tseung Kwan O
	Tsuen Wan Branch	239–243 Sha Tsui Road

Copies of the Prospectus, together with the **YELLOW** Application Forms, may be obtained during normal business hours from 9:00 a.m. on Monday, 5 December 2011 until 12:00 noon on Thursday, 8 December 2011 at the Depository Counter of HKSCC at 2nd Floor, Infinitus Plaza, 199 Des Voeux Road Central, Hong Kong or your stockbroker, who may have **YELLOW** Application Forms and copies of the Prospectus available.

Applicants submitting applications online through the designated website at www.hkeipo.hk of HK eIPO White Form Service Provider may do so from 9:00 a.m. on Monday, 5 December 2011 until 11:30 a.m. on Thursday, 8 December 2011 or such later time as described in the section headed “How to Apply for Hong Kong Offer Shares and Employee Reserved Shares — 11. Effect of Bad Weather on the Opening of the Application Lists” in the Prospectus (24 hours daily, except the last day of application).

A **PINK** Application Form together with the Prospectus will be delivered to Eligible Employees on Monday, 5 December 2011 at the centres/offices of the Company to which he or she belongs. Additional copies of the **PINK** Application Form and the Prospectus can be collected from the Company’s office at 38/F, New World Tower, 16–18 Queen’s Road Central, Hong Kong. Electronic copies of the **PINK** Application Form and the Prospectus can be viewed from the website of the Company at www.chowtaifook.com.

CCASS Participants can input **electronic application instructions** from 9:00 a.m. on Monday, 5 December 2011 until 12:00 noon on Thursday, 8 December 2011 (24 hours daily, except the last application day).

Please refer to the “Structure of the Global Offering” and “How to Apply for Hong Kong Offer Shares and Employee Reserved Shares” sections of the Prospectus for details of the conditions and procedures of the Hong Kong Public Offering.

The Company expects to announce the Offer Price, the level of indications of interest in the International Offering, the level of applications in the Hong Kong Public Offering and Employee Preferential Offer and the basis of allocation of the Hong Kong Offer Shares and Employee Reserved Shares on Wednesday, 14 December 2011 in the South China Morning Post (in English) and the Hong Kong Economic Times (in Chinese), on the website of the Stock Exchange (www.hkexnews.hk) and on the Company’s website (www.chowtaifook.com). Results of allocations and the Hong Kong identity card/passport/Hong Kong Business Registration numbers of successful applicants under the Hong Kong Public Offering and Employee Preferential Offer will be available through a variety of channels from Wednesday, 14 December 2011. Dealing in the Shares on the Stock Exchange is expected to commence on Thursday, 15 December 2011. The Shares will be traded in board lots of 200 Shares. The Company will not issue any receipts for sum paid on application or any temporary documents of title.

By order of the Board
CHOW TAI FOOK JEWELLERY GROUP LIMITED
Cheng Kar-Shun, Henry
Chairman

Hong Kong, 5 December 2011

As of the date of this announcement, the executive Directors are Dr. CHENG Kar-Shun, Henry, Mr. WONG Siu-Kee, Kent, Mr. CHENG Chi-Kong, Adrian, Mr. CHENG Chi-Heng, Conroy, Mr. CHAN Sai-Cheong, Mr. CHAN Hiu-Sang, Albert, Mr. CHENG Ping-Hei, Hamilton and Mr. SUEN Chi-Keung, Peter, the non-executive Directors are Dato' Dr. CHENG Yu-Tung, Mr. CHENG Kam-Biu, Wilson and Mr. KOO Tong-Fat and the independent non-executive Directors are Dr. FUNG Kwok-King, Victor, Mr. KWONG Che-Keung, Gordon , Mr. LAM Kin-Fung, Jeffrey and Mr. OR Ching-Fai, Raymond.

*Please also refer to the published version of this announcement in the **South China Morning Post**.*