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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

CLARIFICATION ANNOUNCEMENT

NON-INVOLVEMENT IN THE VIOLATION OF ANTI-MONOPOLY LAWS RELATING TO THE SHANGHAI GOLD PRICING PROBE

The Board of Directors (the "Board") of Chow Tai Fook Jewellery Group Limited (the "Company") noted that there has been media coverage on the violation of anti-monopoly laws relating to the gold pricing probe in Shanghai, the PRC. The Company and its subsidiaries (together, the "Group") hereby clarify as follows:

1. The Group has its own gold pricing mechanism, and is not subject to the constraints or restrictions of any associations or other jewellery retailers.
2. The Group's gold product prices are reasonably set based on the cost of raw materials and various operating costs such as design and craftsmanship, while taking the international gold price as a major reference. The prices of our gold products are uniform across the Mainland China and there are no regional differences.
3. A subsidiary of the Company is a member of the Shanghai Gold & Jewellery Trade Association (the "Association"). Representatives from the Group attend the Association's meetings to fulfil its obligation as a member, and for mutual respect and exchange of industry views. The Group, however, does not participate or get involved in the respective decision making and execution thereof by the Association. The Association does not participate or get involved in the decision making of the Group's operations either.
4. The Group does not adhere to any of the Association's pricing guidelines, and as such did not submit any "acknowledgement report".

5. The Group always complies with all relevant laws and regulations, and will continue to abide by this principle in the operation of its business.

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

Hong Kong, 22 July 2013

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 Mr. Cheng Kam-Biu, Wilson and Mr. Koo Tong-Fat and the independent non-executive directors are Mr. Cheng Ming-Fun, Paul, Dr. Fung Kwok-King, Victor, Mr. Kwong Che-Keung, Gordon, Mr. Lam Kin-Fung, Jeffrey and Mr. Or Ching-Fai, Raymond.