



CHOW TAI FOOK JEWELLERY GROUP LIMITED

FOR IMMEDIATE RELEASE

### Clarification Statement

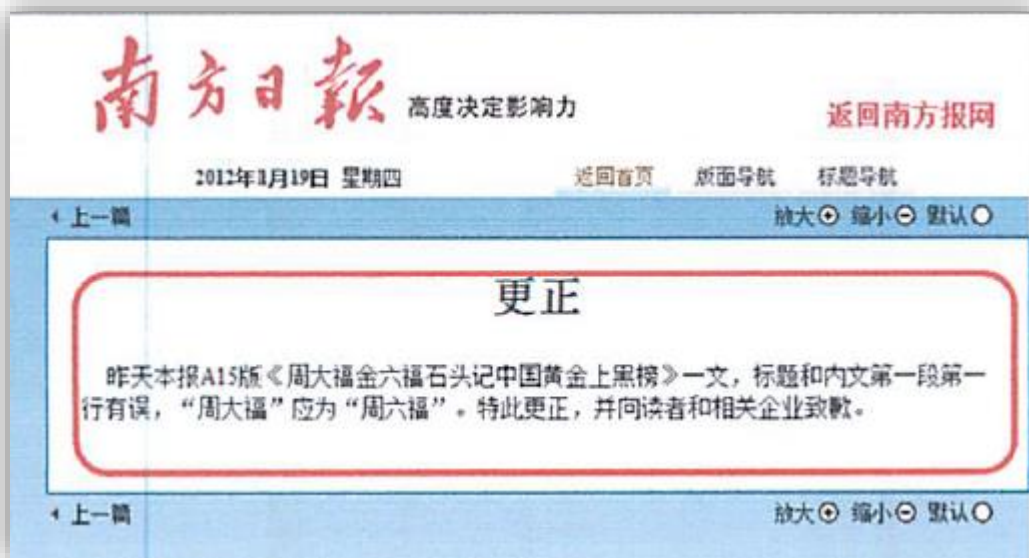
**Re: Media Coverage on Product Sampling Test Results  
By Zhejiang Jinhua Administration of Industry and Commerce**

(Hong Kong, 27 May 2014) Chow Tai Fook Jewellery Group Limited (“Chow Tai Fook” or the “Company”, stock code: 1929) is aware of a news article published today in Beijing Business Today. The news article titled "Chow Tai Fook Blacklisted for Substandard Quality" reported the test results of gold and jewellery products by Zhejiang Jinhua Administration of Industry and Commerce sampled from the jewellery shops in its area of jurisdiction. According to the article, Chow Tai Fook and some other jewellery brands have allegedly failed to provide “maintenance manual” that was regarded as “an issue of no warning labels”. Chow Tai Fook hereby states that the substandard issue described in the article did not, in fact, bear any relation to product quality. The article also referred to a previous report by a Mainland Chinese newspaper published two years ago, which itself was later proven to be an incorrect report on the "2011 Guangdong Province Gemstone and Precious Metal Quality Supervision and Inspection Report". The mistake, due to a mix-up with a number of similar brand names in the jewellery industry, led to Chow Tai Fook being mistaken as one of the substandard "local jewellery brands". Chow Tai Fook’s products were, in fact, proved to meet quality standards in the test. Being a responsible media, the respective newspaper thereafter released a clarification through its official micro-blogging platform Weibo and newspaper.

#### 1. Corrected message released on Weibo on 18 January 2012



2. Clarification announced in the newspaper on 19 January 2012:



The two issues quoted by Beijing Business Today were not related to Chow Tai Fook's product quality. While the first issue was a result of unawareness of the need to attach the product sample's "maintenance manual", the second one was clearly an incorrect report. We hereby clarify the said issues and hope that the public can receive accurate information based on the facts.

- End -

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