



Chow Tai Fook (Stock Code : 1929) • The Largest Hong Kong Listed Jeweller by Market Capitalisation

## FOR IMMEDIATE RELEASE

### Chow Tai Fook Snaps 5 Investor Relations Awards

(Hong Kong, 11 May 2015) Chow Tai Fook Jewellery Group Limited ( "Chow Tai Fook" or the "Company"; collectively with its subsidiaries, the "Group"; stock code: 1929), the largest jeweller listed in Hong Kong and one of the world's top few by market capitalisation with 86 years' heritage, is pleased to announce that on 7 May 2015 the Group clinched five accolades at the inaugural HKIRA Investor Relations Awards Presentation organised by the Hong Kong Investor Relations Association. These accolades, awarded only to a few selective Hong Kong-listed large cap companies for best practices in investor relations, include:

**Best IR Company • Large Cap**  
**Best IR by Chairman/ CEO • Large Cap**  
**Best IR by CFO • Large Cap**  
**Best IRO • Large Cap**  
**Best IR Presentation Collaterals • Large Cap**

Chow Tai Fook Managing Director **Kent Wong**, Best IR by Chairman/ CEO awardee said, "Chow Tai Fook places strong emphasis on transparency and is committed to achieve the highest standard of corporate governance. We endeavor to maintain open and constructive conversations with shareholders, analysts and investors. Through our relentless investor relations effort, we communicate regularly with our stakeholders on our business operation, financial position and future development. We believe transparency is key to achieving good corporate governance."

"Since the Group is listed on the Stock Exchange of Hong Kong in 2011, we not only follow the listing rules and requirements for listed companies on the Main Board but also strive to go for a higher standard. Our quarterly disclosure of operational data and business update as well as timely announcement of key information is uncommon in the jewellery industry," Chow Tai Fook Finance Director **Hamilton Cheng**, recipient of Best IR by CFO award who also received the Best IR Company award on behalf of the Group, remarked.

Director of Investor Relations of Chow Tai Fook **Danita On** was presented the Best IRO (Investor Relations Officer) award at the award presentation ceremony. She also received the Best IR Presentation Collaterals award for the Group.

The Group was nominated for all 5 award categories through public nominations and was voted one of the winners in all these categories by domestic and international buy-side and sell-side analysts and fund managers.

Earlier in November 2014, the Group was also presented the "Outstanding Listed Company Award" by The Hong Kong Institute of Financial Analysts and Professional Commentators Limited (IFAPC) in recognition of the Group's overall outstanding performance in accounts transparency, corporate stability, business and operational performance.

## PHOTO CAPTIONS



Chow Tai Fook Managing Director **Kent Wong** clinches the Best IR by Chairman/CEO award



Chow Tai Fook Finance Director **Hamilton Cheng** garners the Best IR by CFO award



Chow Tai Fook Director of Investor Relations **Danita On** receives the Best IRO award

## About HKIRA and the Awards

HKIRA, established in 2000, is committed to advancing IR practice to international standard and professional competency of IR practitioners in Hong Kong. The HKIRA Investor Relations Awards is organized to recognise Hong Kong-listed companies and IR professionals for their excellence and achievements in investor relations.

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## Chow Tai Fook Jewellery Group Limited

Chow Tai Fook Jewellery Group Limited (Stock Code: 1929 ) is a world-class leading jeweller listed on the Main Board of The Stock Exchange of Hong Kong in December 2011. Being the largest jeweller listed in Hong Kong and one of the world's top few by market capitalisation, the Group also excels as the number one for sales in the world.

The iconic brand "Chow Tai Fook" of the Group has been widely recognised for its trustworthiness and authenticity, and renowned for product design, quality and value. The acquisition of Hearts On Fire, an internationally acclaimed U.S. luxury jewellery brand, in August 2014 has further underpinned the Group's stature as a diamond expert in the industry.

The Group boasts an extensive retail network comprising over 2,250 Chow Tai Fook and Hearts On Fire points of sale spanning 500 cities in Greater China, Singapore, Malaysia, South Korea and the United States, as well as a strong and fast growing e-tail network through operating its Chow Tai Fook e-Shops and various e-tail accounts on other online shopping platforms.

The Group's sophisticated vertically integrated business model provides it with an effective and tight control over the entire operation chain from raw material procurement, design, production, to marketing and sales through its extensive POS and e-tail channels.

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