



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

FOR IMMEDIATE RELEASE

Chow Tai Fook Excels on the 2015 All-Asia Executive Team Rankings and Distinguished as Most Honored Company for IR Best Practices

(Hong Kong, 8 July 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 its resounding success in the 2015 “All-Asia Executive Team” (excludes Japan) rankings by *Institutional Investor*, an international financial magazine highly recognized by buy-side and sell-side. The Group ranks 26th on the “Most Honored Company” list based on the following ranking results:

Best Investor Relations • Second Place (Nominated by the sell side)

Best CEO • First Place • Kent Wong (Nominated by the sell side)

Best CFO • Second Place • Hamilton Cheng (Nominated by the sell side)

Best Investor Relations Professional • First Place • Danita On (Nominated by the sell side)

Chow Tai Fook Managing Director **Kent Wong**, recipient of Best CEO, the First Place said, “We are very proud to receive these coveted recognitions by Institutional Investor for the first time. It is indeed a testimony to our relentless effort to achieve the best practices in investor relations and corporate governance over the past few years since Chow Tai Fook was listed in 2012.”

Finance Director **Hamilton Cheng**, Best CFO, the Second Place awardee remarked, “It is always our commitment to raise our transparency in the provision of information on business operations, financial position and development through the effective use of various communication tools such as annual report, investor relations presentation materials and the recently revamped corporate website.”

Director of Investor Relations **Danita On** was also named the Best Investor Relations Professional, the First Place.

As many as 1,568 companies across 16 sectors in Asia (excludes Japan) were nominated by 820 portfolio managers and buy-side analysts at nearly 500 firms and 625 sell-side analysts at 94 brokerages who have participated in the 2015 “All-Asia Executive Team” survey. They cast their votes to rank the IR performance of companies for Best Investor Relations according to 8 performance attributes and individual practitioners in 3 ranking categories, namely Best CEO, Best CFO and Best IR Professional. The overall ranking of each company on the “Most Honored Company” list was determined by the total weighted scores by places (first, second, third or fourth). Chow Tai Fook was nominated in the Consumer sector by the sell-side analysts who have nominated a total of 1,153 companies in the 16 sectors.

The 8 attributes for ranking IR performance are accessibility of senior managements, speaking authoritatively on the company’s behalf, credibility, ample opportunity for Q&A, a well-maintained and updated website, proactive disclosure of material events and strategies, provision of appropriate level of financial information as well as quick and thorough responses to requests.

Earlier in May 2015, the Group was also presented five accolades, namely the Best IR Company, the Best IR by Chairman/ CEO, the Best IR by CFO, the Best IRO and the Best IR Presentation Collaterals, at the inaugural HKIRA Investor Relations Awards Presentation organised by the Hong Kong Investor Relations Association, in recognition of the Group's best practices in investor relations.

About Institutional Investor Magazine and The All-Asia Executive Team

(www.institutionalinvestor.com)

Institutional Investor, established for more than 45 years, is an award-winning financial publication with groundbreaking journalism and incisive writing that provides intelligence for global readers.

The All-Asia Executive Team is Institutional Investor's exclusive annual ranking of the nation's corporate leaders as determined by the investment professionals.

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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 by market capitalisation, which is also one of the world's top few, 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 diamond 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 nearly 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 eShops 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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