



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

FOR IMMEDIATE RELEASE

Chow Tai Fook Wins Two IAIR Awards of Asia Luxury Sector: “Best Company for Leadership” and “CEO of the Year”

(Hong Kong, 17 March 2016) 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 the Group clinched the “Best Company for Leadership/ Luxury/ Asia” award for four consecutive years and Managing Director **Kent Wong** was named “CEO of the Year/ Luxury/ Asia” at the 2016 IAIR Awards presentation ceremony held on 11 March by International Alternative Investment Review (IAIR).

Chow Tai Fook, the fourth-time winner of the Best Company for Leadership/ Luxury/ Asia accolade, is acclaimed as a real leader in the luxury sector with “outstanding leadership and contribution in practising and promoting good corporate governance in the company” and “the award testifies to the company’s dedication to meeting its customers’ needs in creating precious up-to-date jewellery, without forgetting traditional values”, according to IAIR Awards.

Managing Director Kent Wong said, “As a world-leading jeweller, Chow Tai Fook has earned unsurpassed reputation for leadership, innovation and creativity over the years. Our continuous success is attributable to our far-sighted strategies and innovative approaches to business development as well as long-standing commitment in the pursuit of excellence for product quality and service standard that reflects our corporate core value “Sincerity • Eternity”. We also attach great importance to good corporate governance and best business practices with increasing efforts. We are grateful to IAIR for recognizing Chow Tai Fook’s lasting leadership and remarkable achievement in the luxury industry.”

Kent Wong, winner of the “CEO of the Year/ Luxury/ Asia” award, is commended for “being an undisputed leader with substantial experience in both operations and management in the jewellery industry” and his track record of “managing the world’s leading listed jewellery kingdom that is the largest for sales and boasts a comprehensive vertically integrated business model that is one-of-a-kind for its scale and sophistication in the jewellery industry”.

The IAIR Awards, organized by the IAIR magazine published by the IAIR research and publishing group headquartered in Milan, Italy, is one of the world’s leading ranking and prizes for excellence in global economy and sustainability. The IAIR awards are voted by over 50,000 readers via online questionnaires and selected by the judging panel composed of IAIR’s editorial staff who are international news professionals.

PHOTO CAPTION



Chow Tai Fook receives 2 IAIR Awards/
Luxury/ Asia – “Best Company for Leadership”
and “CEO of the Year”



Chow Tai Fook Managing Director
Kent Wong receives IAIR “CEO of the
Year/ Luxury/ Asia” Award

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 2,330 Chow Tai Fook and Hearts On Fire points of sale spanning more than 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 2 Chow Tai Fook e-Shops and over 40 e-tail accounts on various 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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