



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

## FOR IMMEDIATE RELEASE

### **Chow Tai Fook Honored to Become a Reference Price Member of Shanghai Gold Benchmark Price**

(Hong Kong, China, 4 May 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, China with 87 years' heritage, is pleased to announce that the Group has become one of the Reference Price Members of the Shanghai Gold Benchmark Price, the world's first RMB-denominated gold benchmark price. Being the only selected Hong Kong jewellery brand, its participation fully represents the Group's leading position in the industry and prestigious brand reputation.

The Shanghai Gold Benchmark Price Trading involves the Fixing Members and the Reference Price Members. Chow Tai Fook, as one of the Reference Price Members, is responsible to submit the market reference price during the first round of centralised referencing price offering period. Thanks to continuous opening up of the gold market, Mainland China has become the world's major gold producing and consuming market. The launch of the Shanghai Gold Benchmark Price marks a new milestone in the internationalisation of Mainland China's gold market, by offering global investors a fair and tradable RMB-denominated gold benchmark price. "Chow Tai Fook is honored to contribute to the internationalisation of Mainland China's gold market by facilitating the RMB-denominated gold benchmark price." said Executive Director **Chan Sai Cheong** who is in charge of the Mainland China operations.

Chow Tai Fook has great influence on the gold jewellery industry in Hong Kong, China. In 1956, the Group introduced 999.9 gold jewellery in Hong Kong, China and Macau, China. The 999.9 fineness of pure gold was then adopted by the Hong Kong government as the industry standard in 1984 till now. The brand is also widely recognised in the gold consuming market and renowned for its trustworthiness and authenticity. The opportunity of becoming a Reference Price Member of the Shanghai Gold Benchmark Price once again underlines the Group's prominence in Mainland China.

#### **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, and has become the largest jeweller listed in Hong Kong by market capitalisation .

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 2,300 Chow Tai Fook and Hearts On Fire stores 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 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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4 May 2016*

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