



Chow Tai Fook (Stock Code: 1929) • A Hong Kong Main Board Listed Company

FOR IMMEDIATE RELEASE

Chow Tai Fook Earns Multiple Accolades at The 7th Asian Excellence Award 2017

(Hong Kong, 12 June 2017) Chow Tai Fook Jewellery Group Limited (“Chow Tai Fook” or the “Company”; collectively with its subsidiaries, the “Group”; SEHK stock code: 1929), a Hong Kong Main Board listed company with 88 years of heritage, is pleased to announce that the Group garnered four awards at The 7th Asian Excellence Award 2017 conducted by Corporate Governance Asia, an authoritative regional journal on corporate governance.

The recognitions include:

Asia’s Best CEO (Investor Relations) – Kent Wong
Asia’s Best CFO (Investor Relations) – Hamilton Cheng
Best Investor Relations Company (Hong Kong)
Best Investor Relations Professional – Danita On

Chow Tai Fook Managing Director, Kent Wong, said, “We are proud that Chow Tai Fook has achieved remarkable results in The 7th Asian Excellence Award 2017. These accolades are strong testimonials to our unwavering efforts in upholding best practices in corporate governance and investor relations. We are committed to enhancing transparency and interactive engagements with a wide spectrum of stakeholders.”

Chow Tai Fook Finance Director and Company Secretary, Hamilton Cheng, remarked, “As a demonstration of our corporate citizenship, we have capitalised on our vertically integrated business model and introduced CHOW TAI FOOK T MARK diamond brand, along with a new ‘4Ts’ concept – ‘Traceable, Transparent, Truthful and Thoughtful’, to reinforce the efforts in ensuring our diamonds are natural and ethically sourced. The same set of principles is in place to guide the development of our governance practices, supporting the Group in better achieving our strategic objectives towards sustainable growth and development.”

The Asian Excellence Award are designed to recognise excellence in investor communications, business ethics, corporate social responsibility, environmental practices and financial performance. The recognitions are based on the scores from the data submitted to Corporate Governance Asia by companies and investors. These accolades are for professionals who possess strong leadership skills in guiding the board of directors and the company management in expanding the business, and at the same time maintain the highest ethics in business practices.

PHOTO CAPTION



Chow Tai Fook Jewellery Group Managing Director **Kent Wong** (Middle), Finance Director **Hamilton Cheng** (Left) and Director of Investor Relations and Corporate Communications **Danita On** (Right) receive multiple accolades at The 7th Asian Excellence Award 2017

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Chow Tai Fook Jewellery Group Limited

Chow Tai Fook Jewellery Group Limited (Stock Code: 1929) was listed on the Main Board of The Stock Exchange of Hong Kong in December 2011.

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. premium 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 POS of Chow Tai Fook and Hearts On Fire spanning more than 500 cities in Greater China, Singapore, Malaysia, Korea, Japan and the United States, as well as a fast growing e-tail network through operating its Chow Tai Fook e-shop and other e-tail accounts on major 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 distribution channels.

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