



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

FOR IMMEDIATE RELEASE

Chow Tai Fook Clinches “Industry Innovation of the Year” at JNA Awards 2017

(Hong Kong, 15 September 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, proudly announces that the Group has won the Industry Innovation of the Year at JNA Awards 2017.

The Group’s award-winning initiative CHOW TAI FOOK T MARK diamond brand, along with the new “4Ts” concept — transparent, traceable, thoughtful and truthful, is a breakthrough in the current industry practice by displaying to customers the complete life journey of a diamond from its source. Each CHOW TAI FOOK T MARK diamond is inscribed with a marking which encompasses a set of unique serial numbers made by the Group’s patented nano-inscription technology. The marking serves as a resume of the diamond with records of procurement, cutting and polishing, marking, authentication, design and production along the Group’s vertically integrated business model.

Chow Tai Fook Managing Director, Kent Wong, said, “With a pioneering spirit and a forward-looking vision, we have been taking the lead to promote innovation and best practices in the jewellery industry. CHOW TAI FOOK T MARK diamond brand is an important milestone for us in the pursuit of excellence and fulfilling customers’ need.”

Chow Tai Fook Deputy General Manager and Director of Branding Department, Alan Chan, remarked, “CHOW TAI FOOK T MARK diamond brand is a disruptive innovation that the Group introduced in August 2016 to further differentiate our product offerings and provide our customers with extraordinary experience. I would like to express my heartfelt thanks to our management and the T MARK team for their continued support over the past 4 years, enabling our T MARK diamonds ‘To Tell The Truth’”.

The JNA Awards, with an aim of promoting and upholding excellence in innovation, leadership, sustainability and best business practices in Asia’s jewellery sector, is one of the most prestigious international awards programmes. The Industry Innovation of the Year award is designed to recognise organisation which can demonstrate an innovative initiative that has achieved improvement in commercial performance, operational effectiveness or customer engagement.

PHOTO CAPTION



Chow Tai Fook Jewellery Group Deputy General Manager and Director of Branding Department, Alan Chan received the Industry Innovation of the Year at JNA Awards 2017

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Chow Tai Fook Jewellery Group Limited

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

Founded in 1929, 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 legacy of the Group and its iconic brand is rooted in innovation, craftsmanship and heritage. The Group also encompasses other jewellery brands including Hearts On Fire, Monologue and SOINLOVE.

The Group's commitment to sustainability is anchored in its "Smart+" initiatives which have been in place to promote innovation surrounding its business, people and culture. Another asset underpinning its sustainability is a sophisticated vertically integrated business model which supports the Group in fostering excellence and extending opportunities along the entire value chain. With an extensive retail network of over 2,400 POS in more than 500 cities worldwide, and a fast-growing e-commerce business, the Group is capable of implementing effective online-to-offline ("O2O") strategies and achieving omni-channel retailing.

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