



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

FOR IMMEDIATE RELEASE

Chow Tai Fook Clinches “Manufacturer of the Year – Cutting & Polishing” at JNA Awards 2018

(Hong Kong, 18 September 2018) 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 89 years of heritage, proudly announces that the Group has earned the Manufacturer of the Year – Cutting & Polishing at JNA Awards 2018.

The Group was recognised along with its diamond processing and jewellery manufacturing hub in Shunde Ingenuity Centre. While striving to promote craftsmanship with artisanal spirit, the Group continues to pursue and foster innovation and creativity. Leveraging of a vertically integrated business model and advanced technology, the Group adopts a customer-driven approach in production and operations through standardisation, automation, digitalisation and intelligence. This further supports its exquisite craftsmanship, as well as the delivery of best-quality jewellery products and excellent customer experience.

Chow Tai Fook Managing Director, Kent Wong, said, “In light of evolving market dynamics and rapid shift in consumer preferences, a pioneering spirit and a forward-looking vision are indispensable to our business. We have implemented ‘Smart+ 2020’ strategic framework, underpinned by a firm commitment to innovation, technology and sustainability. Chow Tai Fook’s diamond factory is the largest diamond processing and manufacturing hub in Mainland China, where investment was given to equip us with a more modernised and effective manufacturing capability.”

Chow Tai Fook General Manager of Diamond Manufacturing Department, CY Cheung, remarked, “I would like to express my sincere appreciation to the JNA Awards for recognising our performance, as well as the great support from our management and the working team. Adhering to the Group’s core values, we are devoted to integrating innovative technologies with extraordinary craftsmanship to present more works-of-art to our valued customers.”

The JNA Awards, with an aim of promoting and upholding excellence in innovation, leadership, sustainability, social responsibility and best business practices in Asia’s jewellery sector, is one of the most prestigious international awards programmes. The Manufacturer of the Year – Cutting & Polishing award is designed to recognise organisation which can demonstrate game-changing ideas and technologies in diamond and gemstone cutting and polishing, so as to achieve improvement in customer service, productivity and operational effectiveness.

PHOTO CAPTION



Chow Tai Fook Jewellery Group General Manager of Diamond Manufacturing Department, CY Cheung received the Manufacturer of the Year – Cutting & Polishing at JNA Awards 2018

- End -

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 Group's iconic brand "Chow Tai Fook" has been widely recognised for its trustworthiness and authenticity, and is renowned for its product design, quality and value. The success of the Group and its iconic brand is rooted in innovation, craftsmanship and heritage. The Group also holds other jewellery brands including CHOW TAI FOOK T MARK, Hearts On Fire, MONOLOGUE and SOINLOVE, which are the first examples of a long term multi-brand strategy rollout.

The Group's commitment to sustainable growth is anchored in its "Smart+" strategy, which is in place to promote long term innovation in the business, in people and in culture. Another asset underpinning sustainable growth is a sophisticated vertically integrated business model. This supports the Group by fostering excellence and extending opportunities along the entire value chain to communities and industry partners.

With an extensive retail network in Greater China, Korea, Japan, Singapore, Malaysia and the United States, and a fast-growing e-commerce business, the Group is implementing effective online-to-offline ("O2O") strategies to succeed in today's omni-channel retail environment.

Media Enquiries:

Chow Tai Fook Jewellery Group Limited

Danita On
Director, Investor Relations and
Corporate Communications
Tel: (852) 2138 8501
Email:
danitaon@chowtaifook.com

Jannus Cheung
Manager, Investor Relations and
Corporate Communications
Tel: (852) 2138 8338
Email:
jannuscheung@chowtaifook.com

Peony Sze
Manager, Investor Relations and
Corporate Communications
Tel: (852) 2138 8337
Email:
peonysze@chowtaifook.com