

**CHOW TAI FOOK JEWELLERY GROUP LIMITED**  
**周大福珠寶集團有限公司**

Stock Code: 1929 • A Hong Kong Main Board Listed Company

**FOR IMMEDIATE RELEASE**

**Chow Tai Fook Snaps Up “Manufacturer of the Year – Jewellery”  
at JNA Awards 2019**

(Hong Kong, 18 September 2019) **Chow Tai Fook Jewellery Group Limited** (“Chow Tai Fook Jewellery Group”, “the Group” or “the Company”; SEHK stock code: 1929), a Hong Kong Main Board listed company with 90 years of heritage, proudly announces that the Group has clinched the “Manufacturer of the Year – Jewellery” at JNA Awards 2019.

The Group was underscored with its impressive jewellery manufacturing capabilities. By adhering to four production principles namely, standardisation, automation, digitalisation and intelligence, the Group leverages new technologies that modernise our operations and craftsmen’s techniques. This also enables customisation in jewellery manufacturing and the delivery of best-quality jewellery products which ultimately meet the growing needs of consumers.

Chow Tai Fook Managing Director, Kent Wong, said, “Through the relentless and diligent execution of our “Smart+ 2020” strategic framework, the initiatives to enhance the design and manufacturing processes are underway to bolster our capability of jewellery creation and enhance our production efficiency. Moving forward, we strive to stay at the forefront of disruptions so as to respond quickly to evolving market dynamics and eventually uplift customer experience.”

Chow Tai Fook General Manager of Production and Logistics, Lau King Ming, remarked, “I would like to express my heartfelt thanks to our management and the working team, as well as the organiser of the JNA Awards for this recognition. We will continuously refine the operations by utilising automated facilities and data analytics to ensure reliable and consistent production.”

The JNA Awards, one of the most prestigious awards programmes that pushes for industry advancement through the promotion of best business practices, and acknowledges organisations that demonstrate leadership excellence, innovation, sustainability and social responsibility. The Manufacturer of the Year – Jewellery award is designed to bestow companies with outstanding techniques and advanced technologies in jewellery creation, so as to attain achievement in manufacturing and productivity effectiveness.

**PHOTO CAPTION**



Chow Tai Fook Jewellery Group General Manager of Production and Logistics, Lau King Ming received the Manufacturer of the Year – Jewellery at JNA Awards 2019

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**Chow Tai Fook Jewellery Group Limited**

Chow Tai Fook Jewellery Group Limited (the “Group”; SEHK stock code: 1929) listed on the Main Board of The Stock Exchange of Hong Kong in December 2011. The Group’s vision is to become the most trusted jewellery group in the world.

Founded in 1929, the Group’s iconic brand “CHOW TAI FOOK” is widely recognised for its trustworthiness and authenticity, and is renowned for its product design, quality and value. A long-standing commitment to innovation and craftsmanship has contributed to the Group’s success, along with that of its iconic retail brand, and has been embodied in its rich 90 year heritage. Underpinning this success are our long held core values of “Sincerity • Eternity”.

The Group’s multi-brand strategy comprises the ARTRIUM, JEWELRIA and CTF WATCH brands that are endorsed by the CHOW TAI FOOK master brand, in addition to other brands including HEARTS ON FIRE, T MARK, SOINLOVE and MONOLOGUE.

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 and agile business model. This supports the Group by fostering excellence and extending opportunities along the entire value chain to communities and industry partners across the world.

With an extensive retail network in Greater China, Japan, Korea, Southeast Asia 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.

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