

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 Receives Bronze Award at 2019 HKMA Best Annual Reports Awards

(Hong Kong, 4 November 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 earned Bronze Award in General Category at 2019 HKMA Best Annual Reports Awards conducted by The Hong Kong Management Association.

Celebrating 90th Anniversary under the theme “Heritage • Innovation • Sharing” and advancing into a new milestone for centenary. The theme of the Annual Report 2019 showcases Chow Tai Fook’s DNA and our core strengths. The design styling makes use of paper textures and printing techniques to set a celebratory tone, as well as lavish use of more modern elements and effects for illustration of Chow Tai Fook’s business model.

Chow Tai Fook Executive Director, Finance and Operations and Joint Company Secretary, Hamilton Cheng, said, “The Group continues to raise the bar in strengthening communication with stakeholders via annual report. We are dedicated to deliver a more holistic and integrated presentation of the Group's performance and management's strategic initiatives on both financial and non-financial aspects.”

The Best Annual Reports Awards, an annual competition organised by The Hong Kong Management Association. With a panel of adjudicators comprising interdisciplinary experts in the fields of accounting and finance, marketing and design, it aims to encourage organisations to be more effective in informing the stakeholders and the public about its performance and future prospects in a timely, accurate, informative and well-presented annual report.

PHOTO CAPTION



Chow Tai Fook Jewellery Group, Director of Investor Relations and Corporate Communications, Danita On received the Bronze Award at 2019 HKMA Best Annual Reports Awards

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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.

Media Enquiries:

Chow Tai Fook Jewellery Group Limited

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

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

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