

# 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 Shines at Outstanding Partnership Project Award 2019/20

(Hong Kong, 15 June 2020) **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 over 90 years of heritage, is honoured that the Group’s outstanding contribution and commitment to the society are acknowledged by The Hong Kong Council of Social Service at “Outstanding Partnership Project Award 2019/20” under “Caring Company” Scheme.

The Group was underscored with its “Do Good - Caring Action” (【愛·關懷·行動】) program, a good deeds community engagement initiative sponsored by Chow Tai Fook Charity Foundation and partnered with over 60 NGO partners including Bo Charity Foundation, Sik Sik Yuen and Society for Community Organization, etc. in providing diversified appropriate support such as in-flat repair services and cleaning, donation of basic essential items to the underprivileged and deprived elderly. To improve their living conditions, the Group also hired pest control specialists to clean their flats. Near 1,000 cases have been handled by Chow Tai Fook volunteer team.

Chow Tai Fook Jewellery Group Executive Director and Chairman of Sustainability Committee, Peter Suen, remarked, “We are proud to receive this top honour award in recognition of our persistent efforts to corporate social responsibility. We uphold our “Do Good” and “Sharing” spirit by bringing positive changes to the community and will continue to work hand in hand with NGOs on community projects. The program not only improves the living standard of the beneficiaries, it also plays an important role in inspiring the beneficiaries and our staff to participate in volunteer services and passing on the mission of volunteering so as to construct a cohesive society.”

“Outstanding Partnership Project Award” aims at bestowing remarkable caring companies that meet the social needs of the community by launching different outstanding partnership projects as well as to commend the contribution and effort made amid cross-sector cooperation.

## PHOTO CAPTION



Chow Tai Fook Jewellery Group, General Manager of Hong Kong and Macau Management Centre, Alex Wong (third left), received accolade at Outstanding Partnership Project Award 2019/20

## **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. 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 CHOW TAI FOOK core brand with its offerings of different retail experiences including ARTRIUM, JEWELRIA, Experience Shop and CTF WATCH, in addition to other brands including HEARTS ON FIRE, T MARK, ENZO, SOINLOVE and MONOLOGUE to address the diversifying needs of our customers.

The Group’s commitment to sustainable growth is anchored in its customer-centric focus and strategies, which are 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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