

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

The Group Awards “Brand of the Year – Retail” at JWA 2021

(Hong Kong, 10 Mar 2022) **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, proudly announces that the Group has crowned the “Brand of the Year – Retail” at Jewellery World Awards (JWA) 2021.

The Group’s iconic brand “CHOW TAI FOOK” is widely recognised for its trustworthiness and authenticity, and we have been pushing to make inroads into diverse customer segments with curated online and offline strategies. Guided by the Dual-Force Strategy and fast-growing smart retail platforms, the Group countered the market’s uncertainty with a positive attitude and a razor-sharp focus on business practices.

Mr. Kent Wong, Managing Director of Chow Tai Fook Jewellery Group remarked, “We are very proud and honoured to receive this reputable award. This honour shows that our brand is widely recognised by the industry, as well as the consumers. To fulfil our commitment to becoming the most trusted jewellery group in the world, we shall continue to enhance our omni-channel retail capabilities and create a new shopping experience with great convenience for our customers.”

JWA, formerly known as JNA Awards, is 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. Brand of the Year – Retail award is designed to recognise the brand which can best demonstrate excellence and success in business development, leadership and innovation.

PHOTO CAPTION



Chow Tai Fook Jewellery Group Managing Director, Kent Wong, received accolade of JWA 2021 “Brand of the Year – Retail”

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 differentiation strategy continues to make inroads into diverse customer segments by catering to a bespoke experience for different lifestyles and personalities, as well as customers' different life stages. Offering a wide variety of products, services and channels, the Group's brand portfolio comprises the CHOW TAI FOOK flagship brand with curated retail experiences, and other individual brands including HEARTS ON FIRE, ENZO, SOINLOVE and MONOLOGUE.

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 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 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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