

CHOW TAI FOOK JEWELLERY GROUP LIMITED

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

FOR IMMEDIATE RELEASE

Chow Tai Fook Jewellery Collaborates with The Palace Museum to Showcase Chinese Heritage and Craftsmanship Worldwide Through Launch of Chow Tai Fook Palace Museum Collection



Hong Kong, China 16 August 2024 – **Chow Tai Fook Jewellery Group Limited** ("Chow Tai Fook Jewellery Group", the "Group" or the "Company"; SEHK stock code: 1929), the leading Chinese jeweller built on nearly a century of trust and innovation, today announced the launch of the Chow Tai Fook Palace Museum Collection.

The Collection follows the December 2023 announcement of the strategic partnership between Chow Tai Fook Jewellery and The Palace Museum, China's most esteemed cultural institution. The partnership underscores the Group's commitment to showcasing Chinese heritage and craftsmanship to the world.

"The Chow Tai Fook Palace Museum Collection transcends jewellery into wearable pieces of history, bridging China's storied past with its vibrant present. We are thrilled to share this Collection with the world, reinvigorating passion and love of Chinese art and culture through exquisite jewellery," said Ms. Sonia Cheng, Vice-chairman of Chow Tai Fook Jewellery Group.

Available gradually at Chow Tai Fook Jewellery stores worldwide starting from today, this exquisite collection reimagines the artistic treasures of the Forbidden City for a modern, global audience, showcasing the Group's expertise in marrying cutting-edge designs with traditional gold craftsmanship.

Cultural Preservation and Innovation

The Palace Museum's vast collection of imperial artifacts together with Chow Tai Fook Jewellery's commitment to preserving Chinese craftsmanship brings Chinese culture and traditions to life. From intricate designs echoing imperial drums to delicate motifs inspired by revered artworks, each piece is a testament to Chow Tai Fook Jewellery's commitment to preserving and celebrating China's rich cultural legacy.

By offering heritage-inspired pieces that resonate with increasingly culturally conscious consumers, the Group is fostering deeper emotional connections with customers while pursuing meaningful and exquisite collections.

Crafting Memories and Partnership for the Future

The strategic partnership between Chow Tai Fook Jewellery and The Palace Museum is designed to make Chinese heritage accessible worldwide. Being a globally recognised icon of Chinese culture, the Group aims to elevate various facets of Chinese heritage through preserving heritage for promoting cultural identity, advancing development of research for upholding traditional craftsmanship, hosting exhibitions to raise awareness, and crafting fine jewellery pieces that impress.

This strategic partnership represents an unwavering commitment to creating a shared cultural future. By preserving heritage, promoting understanding, and fostering global exchange, the collaboration builds bridges between cultures, inspiring a more enlightened world, positioning the Group for continued success beyond generations.

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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 celebrates its 95th anniversary this year and forges ahead into a new chapter of success, guided by a vision: "To be the leading global jewellery brand that is a trusted lifetime partner for every generation".

Founded in 1929, the Group's iconic brand "CHOW TAI FOOK" has become an emblem of tradition, celebrated for its bold designs and an unwavering attention to detail. Building upon a rich heritage and a foundation of trust, the Group is not only widely recognised for honouring traditions but also for fostering deep, meaningful connections with a diverse customer base through its products. The Group's long-standing commitment to innovation and craftsmanship has been integral to its success over time and has become synonymous with excellence, value, and authenticity.

As a leading Chinese jeweller, the Group believes in blending contemporary cutting-edge designs with traditional techniques to create jewellery that can be passed down from generation to generation. Every collection is thoughtfully conceived and crafted to reflect the stories of our customers, celebrating the special moments in their lives. Committed to growing alongside our customers, the Group embraces a spirit that aspires to inspire and captivate generations to come, weaving the story of CHOW TAI FOOK into the fabric of their lives.

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 is committed to delivering sustainable long-term value creation for its stakeholders by enhancing the quality of earnings and driving higher value growth. With an extensive retail network of over 7,000 stores across China as well as multiple locations globally, and a growing e-commerce business, the Group is implementing targeted online-to-offline ("O2O") strategies to strengthen its competitiveness in today's omni-channel retail environment.

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