

CHOW TAI FOOK JEWELLERY GROUP LIMITED

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

FOR IMMEDIATE RELEASE

Chow Tai Fook Jewellery Group Appoints Ms. Gabriela Ferreira as General Manager, International, To Lead Strategic Expansion in Southeast Asia and Globally

Hong Kong, China, 4 September 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, announces the appointment of Ms. Gabriela Ferreira (Gaby) as General Manager, International, to lead the Group's strategic expansion in Southeast Asia and other international markets. Gaby will report directly to Mr. Kent Wong, Managing Director. Gaby joins the Group from international luxury house LOEWE, where she served as General Manager for Southeast Asia and Oceania.

In this newly created role, Gaby will be responsible for the Group's growth strategy in Southeast Asia, building a team in Singapore to support business expansion in the region. Leveraging her luxury retail experience, Gaby will focus on enhancing brand desirability and identifying new point-of-sale (POS) growth opportunities for Chow Tai Fook Jewellery Group. She will oversee the Group's product mix and direct retail, wholesale, and travel retail channels in Southeast Asia and internationally.

This appointment underscores Chow Tai Fook Jewellery Group's commitment to deepening its footprint in core international growth markets and amplifying the brand's visibility globally. The Group is pursuing growth opportunities in Southeast Asia driven by a range of compelling dynamics including the rising middle class and projected economic growth in the region, coupled with the recovery in tourism and sustained local market demand for jewellery.

"In line with our strategic direction, Gaby will drive the expansion of Chow Tai Fook Jewellery's retail network in popular travel retail markets and in areas with a significant customer population who understand and appreciate Chinese culture, art and beauty, all of which Chow Tai Fook Jewellery brings to life through its collections, brand and overall customer experience", said Mr. Kent Wong, Managing Director. "Gaby's industry expertise will be invaluable as we continue to explore opportunities in existing and new international markets where we see strong existing and future demand for our collections."

In recent years, the Group has established a footprint in Southeast Asia and other markets, with seven points of sale in Singapore, seven in Malaysia, three in Thailand, two in the Philippines, two in Vietnam and one in

Cambodia, as at 30 June 2024. Additionally, the Group has two points of sale in Japan, seven in Korea, two in Canada and one in the United States.

Gaby brings extensive experience in managing international operations for consumer brands across the wholesale, retail, and logistics industries. Prior to joining the Group, she served as the General Manager for Southeast Asia and Oceania at LOEWE. In this role, Gaby successfully established and led cross-functional teams overseeing key business functions such as operations, merchandising, customer relationship management, marketing, training, and visual merchandising. She also held roles at adidas Hong Kong, PVH Asia Limited (Calvin Klein) and Jet-Speed Air Cargo Forwarders.

Photo



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Chow Tai Fook Jewellery Group Limited

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 nearly 8,000 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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