

CHOW TAI FOOK

Chow Tai Fook Jewellery Launches New High Jewellery Collection Honouring a Century of Craft and Cultural Legacy

Chow Tai Fook Jewellery Group Limited ("Chow Tai Fook", the "Group", or the "Company"; SEHK stock code: 1929), has officially launched *Timeless Harmony*, marking a defining milestone in the brand's nearly century-long history. As the Group accelerates its brand transformation under the leadership of Vice-chairman Sonia Cheng and Conroy Cheng, the new collection reflects both a tribute to the company's heritage and an expression of its evolving design language. It signals a new chapter for the Group's pursuit of creative leadership and excellence in the realm of High Jewellery. Rooted in Chinese cultural inspiration and crafted with a contemporary vision, it also affirms the Group's commitment to elevating Chinese design and cultural expression on the world stage.



Sonia Cheng, Vice-chairman of Chow Tai Fook Jewellery Group

HIGH JEWELLERY

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New Creative Vitality to the High Jewellery Realm

In a realm long dominated by Western perspectives, *Timeless Harmony* collection offers a bold statement from a Chinese voice. Guided by the creative vision of Nicholas Lieou, Chow Tai Fook's High Jewellery Creative Director, the collection draws on his multicultural background and deep appreciation of Chinese heritage. Mr. Lieou brings a contemporary sensibility to traditional inspiration elements, uniting Chinese heritage with Western design disciplines.

Crafted by Chow Tai Fook's In-House High Jewellery Workshop and In-House Design Studio, *Timeless Harmony* brings together the talents of nationally certified artisans with decades of experience. From bespoke stone-setting to intricate craftsmanship, each piece exemplifies the brand's technical mastery and exacting standards. Coloured gemstones and diamonds are paired with materials rich in Chinese heritage, including jadeite and pure gold – precious elements rarely seen in traditional High Jewellery – each handled with precision and reverence.



Nicholas Lieou, Creative Director, High Jewellery at Chow Tai Fook Jewellery Group

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High Jewellery is not only a medium for unparalleled craftsmanship, but also is a vessel of cultural meaning and emotional resonance. The *Timeless Harmony* collection draws from seven inspiration elements—*Lotus, Heaven & Earth, Joie, Palace, Roof Tiles, Gate*, and the *Great Wall*—channelling the quiet contemplation of Chinese philosophy and the strength and grandeur of traditional architecture. It expresses a unique Chinese design language told through High Jewellery, demonstrating Chow Tai Fook's creative excellence and artisanal mastery, affirming its growing influence in the space.

Building on decades of bespoke creations for trusted collectors, Chow Tai Fook now brings its High Jewellery vision to wider global collectors, offering pieces deeply rooted in cultural significance, yet designed with contemporary lifestyles in mind.

A Legacy of Innovation and Integrity

Since its founding, Chow Tai Fook Jewellery has played a pioneering role in shaping the jewellery industry. From launching 999.9 pure gold jewellery in Hong Kong and Macau in 1972, to introducing fixed-price transparency in 1990, and debuting the T-MARK diamond brand in 2016, the Group has consistently set new benchmarks for quality, integrity, and innovation. The T-MARK initiative, built around the proprietary "4Ts" concept—Traceable, Transparent, Truthful, and Thoughtful—enables customers to follow a diamond's journey from source to finished piece. Each T-MARK diamond carries a nano-inscribed serial number, offering full visibility into its lifecycle through Chow Tai Fook's vertically integrated supply chain.

Chow Tai Fook Jewellery has acquired some of the world's most exceptional gemstones, including the flawless Pink Star diamond, the record-setting De Beers Millennium Jewel 4, and the 507.55-carat Cullinan Heritage. Upholding strict material standards, the Group selects diamonds and coloured gemstones from globally renowned origins to ensure each piece reflects the highest level of rarity and refinement.

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With over 6,600 retail locations worldwide and advanced production and R&D bases in Shunde and Wuhan, the Group has built the infrastructure to support its global ambitions. Since its listing on the Hong Kong Stock Exchange in 2011, it has remained the most valuable jewellery company on the exchange by market capitalisation.

Chow Tai Fook Jewellery remains committed to pushing the boundaries of creativity and culture, bringing Chinese craftsmanship and innovation to the global high jewellery stage.

About Chow Tai Fook Jewellery Group

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 firmly upholds the vision: "To be the leading global jewellery brand that is a trusted lifetime partner for every generation", drawing on nearly a century of legacy and success.

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 exquisite jewellery. 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 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. We operate an extensive omni-channel retail ecosystem, with a retail network across China and multiple locations globally, complemented by a growing e-commerce business that further enhances our competitive edge.

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