

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 Teams Up with Goldway Technology to Successfully Develop Chow Tai Fook AI Diamond Grading Certificate

Setting New Standard for Diamond Appreciation and Grading

(Hong Kong, 2 November 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 pleased to announce the successful development of Chow Tai Fook AI Diamond Grading Certificate powered by state-of-the-art artificial intelligence (“AI”) and blockchain technology. This Certificate, soon available in the market, aims to offer a highly consistent and truthful diamond grading standard plus an extra natural diamond quality assurance to customers.

Revolutionising the current industry practice, Chow Tai Fook uses AI and big data to analyse the color and clarity of diamonds, and presents the grading results in numeric values. This not only helps customers understand better the grading and interpret the characteristics of diamonds; minimises the risk of human errors in grading results; but also provides extra diamond quality assurance to customers. The AI technology is developed by Goldway Technology Limited. Garnered six international invention patents covering system design, operating process and AI analysis, etc., the AI-empowered system provides a highly controlled grading environment and stable analysis performance, thus avoiding inconsistent results caused by subjective or environmental factors. In order to ensure the consistency of grading results, the AI engine has used deep learning to analyse and learn from more than 20 million pieces of multi-perspective diamond images so far. The process takes only a few minutes that greatly enhances the cost efficiency of diamond grading.

The initiative will first be available for the diamonds (0.30 carat or below) of T MARK, the Group’s diamond ingredient brand, in Hong Kong, Mainland China in the first half of 2021, demonstrating an objective 4Cs grading result and T MARK natural diamonds’ 4Ts guarantee alike.

Chow Tai Fook Jewellery Group Managing Director Kent Wong remarked, “Our innovative DNAs anchored in our corporate culture has all along steered us to pioneer in the jewellery industry, and continuously supported the industry towards its sustainable development through digital empowerment. We actively develop the AI technology in diamond grading arena and once again set a new standard for the industry.”

“As always, T MARK strives to offer customers a comprehensive experience on diamond appreciation by leveraging innovative technology,” said Chow Tai Fook Jewellery Group Executive Director Bobby Liu. “This time, with an aid of digital and scientific solution, the value of a diamond is redefined by offering a different experience of diamond appreciation in quality. Moreover, the Chow Tai Fook AI

Diamond Grading Certificate is securely written on blockchain and integrates seamlessly into the CHOW TAI FOOK T MARK app, allowing customers to access both their diamond's traceability and grading information at their fingertips through a single digital platform."

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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'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 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.

Goldway Technology Limited

Established in 2014, Goldway Technology Limited (GW) is a leading technology developer that helps brands to create product differentiation and to strengthen brand reputation by creating variety of special solutions such as gemstone authentication, AI based diamond grading, anti-counterfeit marking, smart IoT system for retailers, product traceability and CRM system. GW holds 10 international invention patents covering its core technology and innovative applications.

GW is a spinoff of Master Dynamic Limited (MD). Established in 2011, MD is a Hong Kong-based research and development company with a professional R&D team who specialized in developing technology related to anti-counterfeit technology, material analysis, nanotechnology and nanofabrication. MD's headquarter and two well-equipped laboratories with world-class facilities

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are located at Hong Kong Science and Technology Park (HKSTP) where many of MD's advanced technologies were developed over the years. MD keeps enhancing her technology development by sustainable cooperations with leading research institutions such as MIT, Harvard University and Carl Zeiss AG. MD holds 71 international invention patents covering a wide range of technology and applications.

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