

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 Excels in Corporate Governance, Reporting and Sustainability

(Hong Kong, 15 Dec 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, proudly announces that the Group has scooped seven citations at both international and local authoritative awards, in recognition of its remarkable achievement in corporate governance, reporting and sustainability. These accolades include:

iNOVA Awards 2020

- Grand Award (Sustainability Report)
- Gold Award (Online Annual Reports: Sustainability Report)

The International Annual Report Design Awards 2020

- Silver Award (Sustainability Report - Overall - Integrated Presentation)
- Bronze Award (Annual Report – Retail - Integrated Presentation)

2020 HKMA Best Annual Reports Awards

- Honourable Mention

Hong Kong Institute of Certified Public Accountants - Best Corporate Governance Awards 2020

- Gold Award (H-share Companies and Other Mainland Enterprises Category)

Hong Kong Economic Journal: Listed Company Awards of Excellence 2020

- Main Board (Large-Cap)

Chow Tai Fook Jewellery Group Managing Director, Kent Wong remarked, “We are honoured to receive these top commendations in an array of awards and they are a great proof that our strategic framework on governance and sustainability is on the right track. We have stepped up efforts to deliver a transparent and concise action plan and shall continue to value the stakeholders’ insights to enhance our Chow Tai Fook business ecosystem.”

The Group’s exceptional performance on annual and sustainability reports have been underscored and assessed by professional adjudicators from iNOVA Awards, International Annual Report Design Awards and HKMA Best Annual Report Awards. Followed by Best Corporate Governance Awards that recognises our efforts on incorporating the “4Ts” concept, “Transparent”, “Thoughtful”, “Truthful” and “Traceable” which was developed as mark of assurance for its diamonds, into the standards of corporate governance. Listed Company Awards of Excellence also honours the Group's outstanding performance in the industry as well as the capital market.

PHOTO CAPTION



Chow Tai Fook Jewellery Group Executive Director, Hamilton Cheng, received accolade of HKEJ: Listed Company Awards of Excellence 2020

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.

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