

# 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

## The Group Achieves Excellence in Governance Performance and ESG

(Hong Kong, 14 Dec 2021) **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 garnered nine citations at both international and local awards, in recognition of its exceptional achievements in corporate governance and environmental, social and governance (“ESG”). These awards include:

### **Corporate Governance Asia – 11<sup>th</sup> Asian Excellence Award 2021**

- Asia Best CEO (Investor Relations) – Kent Wong
- Asia Best CFO (Investor Relations) – Hamilton Cheng
- Asia’s Best CSR
- Best Investor Relations Company
- Best Investor Relations Professional – Danita On

### **HKMA – 2021 HKMA Best Annual Reports Awards**

- “General” Category – Honourable Mention
- Best Environmental, Social and Governance Reporting Award (Retail)

### **Hong Kong Institute of Certified Public Accountants – Best Corporate Governance and ESG Awards 2021**

- Corporate Governance Awards – Non-Hang Seng Index (Large Market Capitalization) Category

### **Hong Kong Economic Journal: Listed Company Awards of Excellence 2021**

- Main Board (Large-Cap)

Mr. Kent Wong, Managing Director of Chow Tai Fook Jewellery Group remarked, “We are thrilled to win multiple accolades and it is a testament to the Group’s success in driving excellence in our holistic and agile strategy - Dual-Force Strategy, which consists of drivers for physical expansion and digital empowerment to fulfill the needs of customers. As a pioneer in the jewellery industry, it is imperative that we shall respond promptly to market changes, offer innovative products and services to our jewellery customers. Also, we are steadfast in our commitment to meet the expectations and needs of all our stakeholders and seek to excel in all areas to maintain a close connection with stakeholders.”

Mr. Hamilton Cheng, Executive Director, Finance and Information of Chow Tai Fook Jewellery Group said, “Maintaining timely communication and a high level of transparency are fundamental in continuing to gain trust from our stakeholders. We will keep our greater effort to epitomise our commitment to pursuing sustainable development, as well as ESG practices, that create more values to our investors, partners and customers.”

The Group’s superb performance in corporate governance was bolstered by the recognitions of Asia Excellence Award and Hong Kong Economic Journal Listed Company Awards of Excellence. We are also

proud that our stewardship policies, practices and reporting in ESG were honoured with the Best Corporate Governance and ESG Awards and HKMA Best Annual Reports Awards.

#### PHOTO CAPTION



Chow Tai Fook Jewellery Group Executive Director, Peter Suen, received accolade of HKEJ: Listed Company Awards of Excellence 2021

#### 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 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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