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(於百慕達註冊成立之有限公司)  
(Incorporated in Bermuda with Limited Liability)  
Stock Code 股份代號: 0590

## **SALES PERFORMANCE OF RETAIL BUSINESS FOR THE CHINESE NEW YEAR PERIOD IN 2014**

Luk Fook Holdings (International) Limited (the “Company”), together with its subsidiaries (the “Group”), announces the sales performance of retail business of the Group’s self-operated shops for the Chinese New Year period# in 2014 from 17 January 2014 to 3 February 2014 (the “Period”), as compared to the Chinese New Year period# in 2013 from 27 January 2013 to 13 February 2013.

The same store sales growth (“SSSG\*”) of the Group’s retail business for the Period was 9%, while that for Mainland China (“Mainland”) market and Hong Kong & Macau market were 12% and 7% respectively. As gold price was still relatively low, the sales momentum of gold products remained good with SSSG\* of 16% for the Period, while that for Mainland market and Hong Kong & Macau market were 13% and 15% respectively. SSSG\* for gem-set jewellery was (1%) with 13% for Mainland market and (2%) for Hong Kong & Macau market. Although the SSSG\* for gem-set jewellery for Hong Kong & Macau Market recorded a decrease during the Period, the SSSG\* for Hong Kong & Macau Market in terms of the number of invoices and number of units for gem-set jewellery increased by 8% and 9% respectively.

Remarks:

SSSG\* Same store sales growth of the Period represents a comparison of sales of the same self-operated shop having full day operations in the comparable periods and such data does not include sales of licensed shops.

# The above Chinese New Year periods commence on the fourteenth day prior to the first day of the Chinese New Year and end on the fourth day of the Chinese New Year.

## CAUTION STATEMENT

The board of directors of the Company wishes to remind investors that the above operational data is based on the Company's internal records which have not been audited by auditors. **Shareholders and potential investors are advised to exercise caution when dealing in the shares of the Company.**

By Order of the Board  
**Luk Fook Holdings (International) Limited**  
**WONG Wai Sheung**  
*Chairman & Chief Executive*

Hong Kong, 13 February 2014

*As at the date of this announcement, the Company's Executive Directors are Mr. WONG Wai Sheung (Chairman and Chief Executive), Mr. TSE Moon Chuen (Deputy Chairman), Mr. WONG Ho Lung, Danny (Deputy Chairman), Ms. WONG Lan Sze, Nancy, Ms. WONG Hau Yeung and Ms. CHUNG Vai Ping; the Non-executive Directors are Ms. YEUNG Po Ling, Pauline, Mr. HUI Chiu Chung, JP and Mr. LI Hon Hung, MH, JP; the Independent Non-executive Directors are Mr. TAI Kwok Leung, Alexander, Mr. IP Shu Kwan, Stephen, GBS, JP, Mr. FOK Kwong Man, Mr. MAK Wing Sum, Alvin and Ms. WONG Yu Pok, Marina, JP.*