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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 FIRST QUARTER OF FINANCIAL YEAR
ENDING 31 MARCH 2015**

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 first quarter (“1Q”) of financial year ending 31 March 2015 (“FY2015”) covering the period from 1 April 2014 to 30 June 2014.

SAME STORE SALES GROWTH (“SSSG*”) FOR 1Q OF FY2015

	FY2015 vs FY2014	FY2014 vs FY2013
Overall	-54%	+90%
Gold	-65%	+134%
Gold (by weight)	-62%	+154%
Gem-set jewellery	-19%	+23%
Mainland China	-52%	+115%
Gold	-59%	+139%
Gold (by weight)	-54%	+158%
Gem-set jewellery	+5%	+39%
Hong Kong & Macau	-54%	+86%
Gold	-65%	+131%
Gold (by weight)	-63%	+154%
Gem-set jewellery	-20%	+21%

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.

With the high base effect as shown in the table above, due to the gold rush in 1Q of FY 2014, SSSG* of the Group's retail business for 1Q of FY2015 recorded a substantial drop of 54% which was within expectation. That for Mainland China ("Mainland") market and Hong Kong & Macau market dropped at similar magnitude of 52% and 54% respectively. For 1Q of FY2015, the SSSG* of the Group's gold products was -65%, while that for Mainland market and Hong Kong & Macau market were -59% and -65% respectively. The SSSG* for the Group's gem-set jewellery products was -19% with +5% for Mainland market and -20% for Hong Kong & Macau market. The same store sales volume growth of gold products by weight for Mainland market and Hong Kong & Macau market for 1Q of FY2015 were -54% and -63% respectively.

NUMBER OF SHOPS

As at 30 June 2014, the Group had a total of 142 self-operated shops which included 83 shops in Mainland, 44 shops in Hong Kong, 10 shops in Macau and 5 shops overseas. Together with 1,148 licensed shops in Mainland, there were altogether 1,290 shops worldwide as at the same date which are summarised as follows :-

	30 June 2014	31 March 2014	Changes in 1Q of FY2015
Self-operated shops			
Mainland China	83	83	-
Hong Kong	44	45	-1
Macau	10	10	-
Other Locations	5	5	-
Sub-total	142	143	-1
Licensed shops – Mainland China	1,148	1,125	23
Total	1,290	1,268	22

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, 15 July 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), Ms. WONG Hau Yeung, Ms. WONG Lan Sze, Nancy and Ms. CHUNG Vai Ping; the Non-executive Directors are Mr. WONG Ho Lung, Danny (Deputy Chairman), 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.