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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 THIRD 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 third quarter (“3Q”) of financial year ending 31 March 2015 (“FY2015”) covering the period from 1 October 2014 to 31 December 2014.

**SAME STORE SALES GROWTH (“SSSG\*”) FOR 3Q OF FY2015**

	<b>FY2015 vs FY2014</b>	<b>FY2014 vs FY2013</b>
<b>Overall</b>	<b>-7%</b>	<b>+9%</b>
Gold	-6%	+19%
Gold (by weight)	0%	+52%
Gem-set jewellery	-8%	-5%
<b>Hong Kong &amp; Macau</b>	<b>-6%</b>	<b>+6%</b>
Gold	-5%	+15%
Gold (by weight)	+1%	+47%
Gem-set jewellery	-9%	-6%
<b>Mainland China</b>	<b>-11%</b>	<b>+36%</b>
Gold	-16%	+41%
Gold (by weight)	-10%	+92%
Gem-set jewellery	+13%	+28%

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 SSSG\* of the Group’s retail business for 3Q FY2015 was -7% (2014: +9%), an improvement over the 21% drop in the second quarter. Benefitting from the small scale gold rush, the Hong Kong & Macau market recorded a double-digit positive growth in November’s SSSG\*. However, given the impacts of the “Occupy Central” movement in October and the overall weak consumer sentiment in December, the SSSG\* of the Hong Kong & Macau market for 3Q FY2015 was -6% (2014: +6%). Under the impact of high base effect, the SSSG\* of the Mainland China (“Mainland”) market was -11% (2014: +36%) while the SSSG\* of its gem-set jewellery products recorded a positive growth of 13%.

## NUMBER OF SHOPS

As at 31 December 2014, the Group had a total of 141 self-operated shops which included 79 shops in Mainland, 47 shops in Hong Kong, 10 shops in Macau and 5 shops overseas. Together with 1,233 licensed shops in Mainland, there were altogether 1,374 shops worldwide as at the same date which are summarised as follows :-

	31 December 2014	Changes in 3Q FY2015
<b>Self-operated shops</b>		
Hong Kong	47	+1
Macau	10	-
Mainland China	79	-3
Other Locations	5	-
<b>Sub-total</b>	141	-2
<b>Licensed shops – Mainland China</b>	1,233	+43
<b>Total</b>	<b>1,374</b>	<b>+41</b>

## 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, 14 January 2015

*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.*