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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 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 Chinese New Year period# in 2015 from 5 February 2015 to 22 February 2015 (“CNY2015”), as compared to the Chinese New Year period# in 2014 from 17 January 2014 to 3 February 2014 (“CNY2014”).

SAME STORE SALES GROWTH (“SSSG*”) FOR CNY2015

Overall	-21%
Gold	-29%
Gold (by weight)	-27%
Gem-set jewellery	-10%
Mainland China	+15%
Gold	+3%
Gold (by weight)	+7%
Gem-set jewellery	+65%
Hong Kong & Macau	-25%
Gold	-34%
Gold (by weight)	-33%
Gem-set jewellery	-14%

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 cover the 14 days before and the first four days of the Chinese New Year, with a total of 18 days.

During the period, the slowing economic growth in Mainland China has affected the consumer sentiment towards spending in Hong Kong and Macau. Furthermore, with the high devaluation of Japanese Yen and Euro, many high-end Mainland Chinese consumers were attracted to spending in those regions instead, leading to the sales decline in the Hong Kong & Macau market. Although the SSSG* of the Mainland China market was satisfactory, the decline in the SSSG* of the Hong Kong & Macau market which accounted for a higher revenue mix dragged down the Group's overall SSSG* for the period to -21%.

Despite this, the SSSG* of the self-operated shops in the Mainland China market for the period was 15%, in which the SSSG* of gem-set jewellery products reached 65%. The SSSG* of the licensed shops in Mainland China was similar to that of self-operated shops, and with the Group having over 1,200 licensed shops in Mainland China, accounting for more than 90% of the total number of shops therein, it is expected that the sales growth in gem-set jewellery products of the licensed shops will result in growth of the Group's wholesaling and licensing businesses.

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, 4 March 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.