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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 FOURTH QUARTER OF FINANCIAL YEAR
ENDED 31 MARCH 2019**

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 fourth quarter (“4Q”) of financial year ended 31 March 2019 (“FY2019”) covering the period from 1 January 2019 to 31 March 2019.

SAME STORE SALES GROWTH (“SSSG”)* FOR 4Q OF FY2019

	4Q FY2019 vs 4Q FY2018	3Q FY2019 vs 3Q FY2018	4Q FY2018 vs 4Q FY2017
Overall	-6%	-10%	+16%
Gold	-6%	-9%	+16%
Gold (by weight)	-4%	-7%	+5%
Gem-set jewellery	-4%	-8%	+18%
Hong Kong & Macau	-6%	-9%	+18%
Gold	-7%	-8%	+19%
Gold (by weight)	-5%	-5%	+8%
Gem-set jewellery	-4%	-8%	+19%
Mainland China	+2%	-14%	-2%
Gold	+4%	-16%	-1%
Gold (by weight)	-1%	-18%	-2%
Gem-set jewellery	+3%	-5%	-2%

Remarks:

* Same store sales growth of the period represented a comparison of sales of the same Lukfook self-operated shop having full day operations in the comparable periods and such data did not include sales of licensed shops and Mainland China’s e-commerce business.

With a relatively higher base, the same store sales of the Group's retail business for 4Q FY2019 was -6%, which was a bit better than the -10% of the previous quarter because of improved market sentiment in view of the easing of the US-China trade war tension, the rebound of Renminbi, and the recovery of the stock and property markets. The overall SSSG of gold products and gem-set jewellery products were -6% and -4% respectively.

With a much higher base than Mainland China ("Mainland") market, the SSSG of Hong Kong and Macau market for 4Q FY2019 was -6%. The SSSG of gold products and gem-set jewellery products were -7% and -4% respectively. The favorable sales performance of lower-value items resulted in a double-digit drop in the average selling price ("ASP") of gem-set jewellery products. However, the increase in sales volume helped to mitigate the impact of the drop in ASP on SSSG.

The SSSG of Mainland market for 4Q FY2019 was +2%, a turnaround from the -14% of last quarter. Its SSSG of gold products and gem-set jewellery products were +4% and +3% respectively. Attributed by the excellent sales performance of lower-value new product collections, the ASP of its gem-set jewellery products recorded a double-digit drop during the period and the growth in sales volume more than compensated for the impact of ASP drop on SSSG. The SSSG of Mainland licensed shops was still single-digit better than that of the self-operated shops during the period.

NUMBER OF SHOPS

During 4Q FY2019, there was a net addition of 32 Lukfook shops in Mainland (which included a net addition of 41 licensed shops and net reduction of 9 self-operated shops). As at 31 March 2019, the Group had a total of 212 Lukfook self-operated shops including 141 in Mainland, 49 in Hong Kong, 11 in Macau and 11 overseas. As at the same date, together with licensed shops of 1,614 in Mainland, 1 in Cambodia and 1 in the Philippines, there were a total of 1,828 Lukfook shops worldwide, of which 1,755 shops were located in Mainland, and are summarised as follows:-

	31 March 2019	Changes in 4Q FY2019
Self-operated shops		
Hong Kong	49	-
Macau	11	-
Mainland	141	-9
Other Locations	11	-
Sub-total	212	-9
Licensed shops		
Mainland	1,614	+41
Other Locations	2	-
Sub-total	1,616	+41
Total Lukfook shops	1,828	+32

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 Officer

Hong Kong, 17 April 2019

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, Ms. CHUNG Vai Ping and Dr. CHAN So Kuen; 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, BBS, MH, JP; the Independent Non-executive Directors are Mr. TAI Kwok Leung, Alexander, Mr. IP Shu Kwan, Stephen, GBS, JP, Mr. MAK Wing Sum, Alvin, Ms. WONG Yu Pok, Marina, JP and Mr. HUI King Wai.