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# 六福集團(國際)有限公司

## LUK FOOK HOLDINGS (INTERNATIONAL) LIMITED

(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

### RETAIL SALES PERFORMANCE <sup>(1)</sup> FOR THE THIRD QUARTER OF FINANCIAL YEAR ENDING 31 MARCH 2025

#### Highlights

- The Group's third quarter<sup>(2)</sup>, despite being the highest baseline quarter of FY2025, outperformed the previous two quarters in all aspects.
- The Group's overall RSV<sup>(3)</sup> year-on-year ("YoY") decline narrowed to 6%.
- The Group's overall retailing revenue<sup>(4)</sup> dropped by 9% YoY in 3Q, with the decline narrowing primarily due to the turnaround to a 27% increase for the Mainland China<sup>(5)</sup> market, while the drop in the Hong Kong SAR, China<sup>(6)</sup> and Macau SAR, China<sup>(7)</sup> market narrowed to 20%.
- The Group's overall same store sales<sup>(8)</sup> in 3Q was -22%, of which that for the Hong Kong and Macau market was -24%, and -11% for the Mainland market, showing improvement compared to the previous two quarters.
- In the Quarter, the Group has a slowing net decrease of 65 shops.

|                   | Group Overall   | Hong Kong and Macau                                    | Mainland   |
|-------------------|---|--|--|
| RSV               | -6%   | -20%   | -2%  |
| Product Mix :     | Gold <sup>(9)</sup> and Platinum : 79%<br>Fixed Price Jewellery : 21% | Gold and Platinum : 73%<br>Fixed Price Jewellery : 27% | Gold and Platinum : 81%<br>Fixed Price Jewellery : 19% |
| Retailing Revenue | -9%   | -20%   | +27%   |
| SSS               | -22%  | -24%   | -11%   |
| Number of Shops   | 3,343   | 76   | 3,239  |

#### Remarks:

- <sup>(1)</sup> Retail sales figures included 3DG Group's retail sales figures after the acquisition
- <sup>(2)</sup> The third quarter: Hereafter refers to as "3Q" or the "Quarter", covers the period from 1 October to 31 December
- <sup>(3)</sup> Retail sales value("RSV") is calculated using the final retail price of products sold to customers in self-operated shops, licensed shops and the platforms of e-commerce business
- <sup>(4)</sup> Retailing revenue included retail sales amount of self-operated shops and e-commerce business
- <sup>(5)</sup> Mainland China: Hereafter refers to as "Mainland"
- <sup>(6)</sup> Hong Kong SAR, China: Hereafter refers to as "Hong Kong"
- <sup>(7)</sup> Macau SAR, China: Hereafter refers to as "Macau"
- <sup>(8)</sup> Same store sales ("SSS") represented a comparison of sales of the same 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
- <sup>(9)</sup> Gold refers to gold products sold by weight basing on international market price, i.e. at non-fixed price

Luk Fook Holdings (International) Limited (the “Company”), together with its subsidiaries (the “Group”), announces the retail sales performance of the Group for 3Q of the financial year ending 31 March 2025 (“FY2025”) covering the period from 1 October 2024 to 31 December 2024.

## Group Overall

|                                | 3Q FY2025<br>vs 3Q FY2024 | 2Q FY2025<br>vs 2Q FY2024 | 3Q FY2024<br>vs 3Q FY2023 |
|--------------------------------|---------------------------|---------------------------|---------------------------|
| <b>RSV - YoY</b>               |                           |                           |                           |
| Overall                        | -6%                       | -16%                      | +46%                      |
| <b>RSV - Product Mix</b>       |                           |                           |                           |
|                                | 3Q FY2025                 | 2Q FY2025                 | 3Q FY2024                 |
| • Gold and Platinum            | 79%                       | 79%                       | 79%                       |
| • Fixed Price Jewellery        | 21%                       | 21%                       | 21%                       |
| <b>Retailing Revenue - YoY</b> |                           |                           |                           |
| Overall                        | -9%                       | -25%                      | +75%                      |
| <b>SSS</b>                     |                           |                           |                           |
| Overall                        | -22%                      | -35%                      | +67%                      |
| • Gold                         | -26%                      | -38%                      | +80%                      |
| - Gold (by Weight)             | -44%                      | -52%                      | +55%                      |
| • Fixed Price Jewellery        | -7%                       | -24%                      | +37%                      |
| - Diamond                      | -46%                      | -45%                      | +18%                      |
| - Fixed Price Gold             | +58%                      | +11%                      | +70%                      |

Although the third quarter faced the consistently record-breaking gold prices and the highest baseline, performance improvement across all regions resulted in better overall retail sales performance in the 3Q compared to the previous two quarters.

The Group’s overall RSV, including self-operated shops, licensed shops and e-commerce business, decreased by 6% YoY in 3Q. The Group’s overall retailing revenue, including self-operated shops and e-commerce business, dropped by 9%.

The Group’s overall SSS was -22% in the Quarter. The average international gold price in USD per ounce rose by 34% YoY during the Quarter. The continuous high gold prices have weakened consumer sentiment, leading to a 26% drop in SSS of gold products. Nevertheless, sales of fixed price jewellery products continued to improve in 3Q with SSS decline narrowing from -24% in the previous quarter to -7%. The SSS of fixed price gold products included in the fixed price jewellery products category still increased by 58% despite the high base effect, while SSS of diamond products was -46%. This demonstrates the Group's successful strategy of gradually replacing diamond products with other fixed price products, especially fixed price gold products.

The average exchange rate of RMB to HKD in the Quarter remained flat.

## Hong Kong and Macau Market

|  | 3Q FY2025<br>vs 3Q FY2024 | 2Q FY2025<br>vs 2Q FY2024 | 3Q FY2024<br>vs 3Q FY2023 |
|--|---------------------------|---------------------------|---------------------------|
| <b>Retailing Revenue - YoY</b>         |                           |                           |                           |
| Overall                                | -20%                      | -31%                      | +97%                      |
| <b>Retailing Revenue - Product Mix</b> |                           |                           |                           |
|  | 3Q FY2025                 | 2Q FY2025                 | 3Q FY2024                 |
| • Gold and Platinum                    | 73%                       | 74%                       | 78%                       |
| • Fixed Price Jewellery                | 27%                       | 26%                       | 22%                       |
| <b>SSS</b>                             |                           |                           |                           |
| Overall                                | -24%                      | -38%                      | +80%                      |
| • Gold                                 | -29%                      | -41%                      | +94%                      |
| - Gold (by Weight)                     | -46%                      | -54%                      | +65%                      |
| • Fixed Price Jewellery                | -9%                       | -25%                      | +46%                      |
| - Diamond                              | -47%                      | -47%                      | +25%                      |
| - Fixed Price Gold                     | +62%                      | +12%                      | +88%                      |

The Group's overall retailing revenue in the Hong Kong and Macau market in 3Q recorded a YoY decline of 20%, with SSS at -24%. Specifically, Hong Kong's SSS was -17% and -40% for Macau.

Besides, SSS of the Hong Kong and Macau market's gold products was -29%, and -9% for fixed price jewellery products, of which fixed price gold products was +62% and -47% for diamond products.

## Mainland Market

|  | 3Q FY2025<br>vs 3Q FY2024 | 2Q FY2025<br>vs 2Q FY2024 | 3Q FY2024<br>vs 3Q FY2023 |
|--|---------------------------|---------------------------|---------------------------|
| <b>RSV - YoY</b>                           |                           |                           |                           |
| Overall                                    | -2%                       | -13%                      | +37%                      |
| <b>RSV - Product Mix</b>                   |                           |                           |                           |
|  | 3Q FY2025                 | 2Q FY2025                 | 3Q FY2024                 |
| • Gold and Platinum                        | 81%                       | 80%                       | 80%                       |
| • Fixed Price Jewellery                    | 19%                       | 20%                       | 20%                       |
| <b>Retailing Revenue - YoY</b>             |                           |                           |                           |
| Overall                                    | +27%                      | -9%                       | +39%                      |
| <b>Sales Amount of E-commerce Business</b> |                           |                           |                           |
| Overall                                    | +19%                      | -25%                      | +36%                      |
| • Gold                                     | +19%                      | -26%                      | +43%                      |
| • Fixed Price Jewellery                    | +11%                      | -13%                      | -11%                      |
| <b>SSS</b>                                 |                           |                           |                           |
| Overall                                    | -11%                      | -29%                      | +18%                      |
| • Gold                                     | -12%                      | -27%                      | +22%                      |
| - Gold (by Weight)                         | -33%                      | -41%                      | +3%                       |
| • Fixed Price Jewellery                    | -1%                       | -37%                      | -2%                       |
| - Diamond                                  | -46%                      | -47%                      | -35%                      |
| - Fixed Price Gold                         | +47%                      | -22%                      | +23%                      |

Even though facing a high base and elevated gold prices, the Mainland market has shown significant improvement. The overall RSV in 3Q for the shops in Mainland, including self-operated shops, licensed shops and e-commerce business, saw a YoY decline narrowed to 2%. The RSV of gold products and fixed price jewellery products dropped by 1% and 5% respectively. Within the fixed-price jewellery category, RSV of fixed price gold products was +12% and -34% for diamond products.

The retailing revenue in Mainland, including the sales amount of self-operated shops and e-commerce business, increased by 27% YoY during the Quarter, reversing the decline in the previous two quarters. The sales amount of e-commerce business in the Mainland market rebounded to nearly a 20% YoY increase in 3Q.

The overall SSS of self-operated shops in Mainland was -11% during the Quarter, in which the SSS of gold products was -12% and -1% for fixed price jewellery products. In December, the overall SSS of self-operated shops in Mainland also turned from a decline to flat, which is encouraging.

Licensed shops, which accounted for over 91% of the total shop count in Mainland, decreased by 8% in same store sales growth during the Quarter, with -8% for both gold products and fixed price jewellery products. For fixed price jewellery products, same store sales growth of fixed price gold products was +8% and -36% for diamond products.

### **Number of Shops**

As at 31 December 2024, the Group had a total of 3,343 shops worldwide, net reduced 65 shops in 3Q, a more moderate decline than the previous two quarters.

The Group had a total of 154 “Lukfook” self-operated shops worldwide including 73 in Mainland, 50 in Hong Kong, 17 in Macau, and 14 in overseas. As at the same date, together with 2,681 licensed shops in Mainland and 12 in overseas, there were a total of 2,847 “Lukfook” shops globally.

Apart from that, the Group had a total of 101 “3DG Jewellery” self-operated shops worldwide including 93 in Mainland, 7 in Hong Kong and 1 in Macau. As at the same date, together with 139 licensed shops in Mainland and 1 in overseas, there were a total of 241 “3DG Jewellery” shops globally. The Group’s global distribution network is summarised as follows:

## Global Distribution Network

|                        | Countries and Regions | Main-brands/Sub-brands/Product Lines | Changes in 3Q FY2025 | As at 31 Dec 2024 |              |
|------------------------|-----------------------|--------------------------------------|----------------------|-------------------|--------------|
| Self-operated Shops    | Mainland              | • Lukfook                            | -                    | 73                |              |
|                        |                       | • 3DG Jewellery                      | +14                  | 93                |              |
|                        |                       | • Goldstyle                          | -                    | 1                 |              |
|                        |                       | • Lukfook Joaillerie                 | +2                   | 6                 |              |
|                        |                       | • Heirloom Fortune                   | -1                   | 13                |              |
|                        | <b>Sub-total</b>      |                                      |                      | <b>+15</b>        | <b>186</b>   |
|                        | Hong Kong             | • Lukfook                            | -                    | 50                |              |
|                        |                       | • 3DG Jewellery                      | +2                   | 7                 |              |
|                        | Macau                 | • Lukfook                            | -                    | 17                |              |
|                        |                       | • Lukfook Joaillerie                 | -                    | 1                 |              |
|                        |                       | • 3DG Jewellery                      | -                    | 1                 |              |
|                        | Other Regions         | • Lukfook                            | +3                   | 14                |              |
|                        |                       | • Lukfook Joaillerie                 | -                    | 1                 |              |
| <b>Sub-total</b>       |                       |                                      | <b>+5</b>            | <b>91</b>         |              |
| <b>Total</b>           |                       |                                      | <b>+20</b>           | <b>277</b>        |              |
| Licensed Shops         | Mainland              | • Lukfook                            | -88                  | 2,681             |              |
|                        |                       | • 3DG Jewellery                      | -1                   | 139               |              |
|                        |                       | • Goldstyle                          | -1                   | 33                |              |
|                        |                       | • Lukfook Joaillerie                 | +1                   | 30                |              |
|                        |                       | • Heirloom Fortune                   | -                    | 151               |              |
|                        | <b>Sub-total</b>      |                                      |                      | <b>-89</b>        | <b>3,034</b> |
|                        | Other Regions         | • Lukfook                            | +1                   | 12                |              |
|                        |                       | • 3DG Jewellery                      | +1                   | 1                 |              |
| <b>Sub-total</b>       |                       |                                      | <b>+2</b>            | <b>13</b>         |              |
| <b>Total</b>           |                       |                                      | <b>-87</b>           | <b>3,047</b>      |              |
| Speciality Shops       | Mainland              | • Love LUKFOOK JEWELLERY             | +2                   | 19                |              |
|                        | <b>Sub-total</b>      |                                      |                      | <b>+2</b>         | <b>19</b>    |
| <b>Total</b>           |                       |                                      | <b>+2</b>            | <b>19</b>         |              |
| <b>Worldwide Total</b> |                       |                                      | <b>-65</b>           | <b>3,343</b>      |              |

|          |                                |                  |     |       |
|----------|--------------------------------|------------------|-----|-------|
| By Brand | Lukfook                        | <b>Sub-total</b> | -84 | 2,847 |
|          | 3DG Jewellery                  | <b>Sub-total</b> | +16 | 241   |
|          | Other Sub-brands/Product Lines | <b>Sub-total</b> | +3  | 255   |

## **Outlook**

Although the spike in gold prices may affect sales performance, an increase in profit margin will help mitigate the impact of the decline in sales. Sales of the gold products are expected to resume to the normal levels after consumers adapt to the high gold prices. Moreover, since the demand for diamond products remains subdued, the Group will continue to actively promote non-diamond fixed price jewellery products.

The Mainland government is actively working on boosting domestic demand and has introduced various policies to support the property and capital markets. In hopes of improved macroeconomic conditions as well as retail sentiment recovery, the retailing business is expected to regain its growth momentum. As such, the Group remains cautiously optimistic about its mid- to long-term business prospects and will continue to expand in the Mainland market.

Furthermore, the Group is exciting about the immense growth potential in the overseas markets. The Group will allocate more resources to expand its footprint across the world and plans to have a net addition of approximately 15 shops in the overseas markets in this financial year. Due to the lower base in the second half of the financial year as compared to the first half, a better business performance is expected in the second half of the financial 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 Officer*

Hong Kong, 16 January 2025

*As at the date of this announcement, the Company's Executive Directors are Mr. WONG Wai Sheung (Chairman and Chief Executive Officer), Mr. WONG Ho Lung, Danny (Deputy Chairman), Ms. WONG Lan Sze, Nancy, Ms. WONG Hau Yeung and Dr. CHAN So Kuen; the Non-executive Directors are Mr. TSE Moon Chuen, Mr. HUI Chiu Chung, JP and Mr. LI Hon Hung, BBS, MH, JP; the Independent Non-executive Directors are Mr. IP Shu Kwan, Stephen, GBS, JP, Mr. MAK Wing Sum, Alvin, Ms. WONG Yu Pok, Marina, JP and Mr. HUI King Wai.*