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## **CHOW TAI FOOK JEWELLERY GROUP LIMITED**

**周大福珠寶集團有限公司**

*(Incorporated in the Cayman Islands with limited liability)*

Stock Code: 1929

### **THE UNAUDITED KEY OPERATIONAL DATA FOR THE THREE MONTHS ENDED 31 MARCH 2016**

Chow Tai Fook Jewellery Group Limited (the “Company”), together with its subsidiaries (the “Group”), hereby announce certain unaudited key operational data of the Group for the three months ended 31 March 2016 (the “Fourth Quarter”). The unaudited key operational data in this announcement should be read in conjunction with the Company’s FY2015/16 interim report.

#### **KEY OPERATIONAL DATA**

**For the three months ended 31 March 2016**

	<b>(% change compared to the same period last year)</b>		
	<b>Mainland China<sup>(1)</sup></b>	<b>Hong Kong and Macau</b>	<b>Group</b>
Retail Sales Value <sup>(2)</sup> (“RSV”) growth	-25%	-26%	-26%
Same Store Sales <sup>(3)</sup> Growth (“SSSG”)	-25%	-27%	-26%
Same Store Sales volume growth	-25%	-29%	-26%
<b>Same Store Sales Growth by product</b>			
— Gem-set jewellery	-24%	-22%	-23%
— Gold products	-29%	-25%	-27%
<b>Retail Sales Value by product</b>			<b>% of Total Retail Sales Value</b>
— Gem-set jewellery			29%
— Gold products			53%
— Platinum/karat gold products			13%
— Watches			5%

- (1) “Mainland China” comprises the Jewellery business and Watch business in Mainland China.
- (2) “Retail Sales Value” measures the sales at the ending price (VAT inclusive, if any) of products sold to customers in the POS network and other channels. Sales made outside Hong Kong are translated to reporting currency at current exchange rates of respective period.
- (3) “Same Store Sales” for the Fourth Quarter is the revenue, measures at constant exchange rates, from the self-operated POS existing as at 31 March 2016 and which have been opened prior to 1 April 2014. Revenue from wholesale and other channels are excluded.
- The RSV of Mainland China and the Group would be down by 21% and 22%, respectively, if constant foreign exchange rates were used.
- Mainland China exhibited a deteriorating trend in the Same Store Sales subsequent to last quarter, which was down by 6%, owing to an outflow of holiday consumption as a result of the increase in Mainland China’s outbound travel and the weakening of consumer sentiment on luxury goods amid the slowdown of economic growth.
- SSSG of Hong Kong and Macau continued to be dragged by the declining visitation of Mainland tourists to Hong Kong and weak local consumer sentiment in the regions, showing a further deterioration from last quarter when it dropped by 23%.
- The Group opened a net of 2 POS during the period, which included a net opening of 1 Jewellery POS and a net closing of 2 Watch POS in Mainland China, a net opening of 1 POS in Hong Kong, Macau and other markets, and a net opening of 2 Hearts On Fire standalone stores in Taiwan, bringing the net opening number during FY2016 to 62, and the total number of POS to 2,319 as at 31 March 2016.

## CAUTION STATEMENT

The Board wishes to remind investors that the above operational update is based on the Company’s internal records and management accounts for the three months ended 31 March 2016 which have not been reviewed or audited by auditors of the Company. **Shareholders of the Company and potential investors are advised to exercise caution when dealing in the shares of the Company.**

By order of the Board  
**Chow Tai Fook Jewellery Group Limited**  
**Dr. Cheng Kar-Shun, Henry**  
*Chairman*

Hong Kong, 12 April 2016

*As at the date of this announcement, the executive directors are Dr. Cheng Kar-Shun, Henry, Mr. Wong Siu-Kee, Kent, Dr. Cheng Chi-Kong, Adrian, Mr. Cheng Chi-Heng, Conroy, Mr. Chan Sai-Cheong, Mr. Suen Chi-Keung, Peter, Mr. Chan Hiu-Sang, Albert, Mr. Cheng Ping-Hei, Hamilton and Mr. Liu Chun-Wai, Bobby; the non-executive director is Mr. Cheng Kam-Biu, Wilson; and the independent non-executive directors are Mr. Cheng Ming-Fun, Paul, Dr. Fung Kwok-King, Victor, Mr. Kwong Che-Keung, Gordon, Mr. Lam Kin-Fung, Jeffrey and Dr. Or Ching-Fai, Raymond.*