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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

VOLUNTARY ANNOUNCEMENT IN RELATION TO THE UNAUDITED KEY OPERATIONAL DATA FOR THE THREE MONTHS ENDED 31 DECEMBER 2012

Chow Tai Fook Jewellery Group Limited (the “Company”), together with its subsidiaries (the “Group”), is pleased to announce certain unaudited key operational data of the Group for the three months ended 31 December 2012 (the “Third Quarter”). The unaudited key operational data in this announcement should be read in conjunction with the Company’s FY2012/2013 interim report.

KEY OPERATIONAL DATA

For the three months ended 31 December 2012

	(% change compared to the same period last year)		
	Mainland China	Hong Kong and Macau	Group
Revenue growth	(3%)	11%	4%
Same Store Sales Growth (“SSSG”)	(11%)	(6%)	(8%)
Same Store Sales volume growth	(12%)	(6%)	(10%)

Revenue by products	% of Total Revenue
— Gem-set jewellery	26%
— Gold products	55%
— Platinum/karat gold products	14%
— Watches	5%

- The Group saw a moderate revenue growth of 4% in the Third Quarter mainly attributable to the contribution from new points of sale (“POS”) and mass luxury gem-set jewellery. The Hong Kong and Macau markets recorded a revenue growth of 11%. On the other hand, the Mainland China market faced considerable challenges from sluggish market sentiment during the period.
- A weak SSSG of -8% was recorded as a result of a high base of comparison from the same period last year and a weak jewellery market in Mainland China. In particular, the National Day golden week sales performance in October was worse than expected dragging down sales in the Third Quarter significantly.
- Revenue by product mix improved as a result of an increase in product offering and the step-up efforts to promote fashionable gem-set jewellery. Revenue contributed by gem-set jewellery in the Third Quarter increased to 26% from 23% in the first half of FY2013.
- As macro and local economies have not yet fully recovered and the luxury market pickup is slow, the Group anticipates sales growth in the fourth quarter to be stable. The affordable mass luxury jewellery segment will continue to be the main sales driver.
- The Group opened a net of 70 POS in the Third Quarter bringing the total number of POS to 1,802 as of 31 December 2012.

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 December 2012 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, 10 January 2013

As of the date of this announcement, the executive directors are Dr. Cheng Kar-Shun, Henry, Mr. Wong Siu-Kee, Kent, Mr. Cheng Chi-Kong, Adrian, Mr. Cheng Chi-Heng, Conroy, Mr. Chan Sai-Cheong, Mr. Chan Hiu-Sang, Albert, Mr. Cheng Ping-Hei, Hamilton and Mr. Suen Chi-Keung, Peter, the non-executive directors are Mr. Cheng Kam-Biu, Wilson and Mr. Koo Tong-Fat 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 Mr. Or Ching-Fai, Raymond.