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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 PERIOD FROM 1 JANUARY TO 28 FEBRUARY 2013

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 period from 1 January to 28 February 2013 (the “Period”). 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 period from 1 January to 28 February 2013

	(% change compared to the same period last year)		
	The Mainland of China	Hong Kong and Macau	Group
Same Store Sales Growth (“SSSG”)	(7%)	5%	(2%)
Same Store Sales volume growth	(10%)	16%	(3%)

- The Group saw an overall SSSG of -2% during the Period, due to a high base of comparison from the same period last year and weak SSSG in the Mainland of China. In fact, the Hong Kong and Macau markets recorded a 5% SSSG as boosted by a healthy Same Store Sales volume growth of 16%, continuing the gradual pick-up trend since November and December 2012.
- The retail sentiment in the Mainland of China was still weak during the Period, except for the Chinese New Year holidays. A -7% SSSG was recorded in the Mainland of China market. However, comparing to the third quarter reported SSSG, the Mainland of China market in the Period showed signs of recovery.

- Wholesale business in the Mainland of China continues to be weak during the Period, as franchisees remained conservative in inventory replenishment, especially the high-end gem-set jewellery products.
- As a result of the current sluggish market sentiment in the Mainland of China, the management expects that the ramp-up period of new points of sale (“POS”) may take longer.
- The Group opened a net of 32 POS during the Period bringing the total number of POS to 1,834 as of 28 February 2013.

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 period from 1 January to 28 February 2013 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, 11 March 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.