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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 30 SEPTEMBER 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 three months ended 30 September 2013 (the “Second Quarter”). The unaudited key operational data in this announcement should be read in conjunction with the Company’s FY2013 annual report.

KEY OPERATIONAL DATA

For the three months ended 30 September 2013

| | (% change compared to the same period last year) | | |
|----------------------------------|---|--------------------------------|--------------|
| | The Mainland of China | Hong Kong and Macau | Group |
| Revenue growth | 33% | 38% | 35% |
| Same Store Sales Growth (“SSSG”) | 12% | 26% | 18% |
| Same Store Sales volume growth | 27% | 48% | 34% |

| Revenue by products | % of Total Revenue |
|-------------------------------|---------------------------|
| — Gem-set jewellery | 22% |
| — Gold product | 59% |
| — Platinum/karat gold product | 15% |
| — Watch | 4% |

- The Group achieved a strong revenue growth of 35% in the Second Quarter as compared to the same period last year attributable mainly to the increase in sales of gold products and the improvement in the wholesale business.
- Product mix improved during the Second Quarter since the gold buying spree faded out gradually. Sales contribution of gold product to the Group's total revenue normalised to 59% during the Second Quarter from 69% during the First Quarter. As a result, gross profit margin improved in the Second Quarter.
- The Group's SSSG of gem-set jewellery and gold product were 4% and 33%, respectively, as driven mainly by the notable volume growth of mass luxury jewellery during the period. Mass luxury jewellery segment will continue to be the major growth driver.
- The Group opened a net of 98 POS in the Second Quarter, including 2 in Hong Kong, Macau and Taiwan market, and 96 in the Mainland of China, bringing the total number of POS to 1,954 as at 30 September 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 three months ended 30 September 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, 17 October 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.