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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 CHINESE NEW YEAR PERIOD 2015

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 Chinese New Year (“CNY”) period from 5 to 22 February 2015 (covering the fourteen days prior to and the first four days of CNY), as compared with that of the corresponding CNY period last year from 17 January to 3 February 2014. The unaudited key operational data in this announcement should be read in conjunction with the Company’s FY2014/15 interim report.

#### KEY OPERATIONAL DATA

For the CNY period from 5 to 22 February 2015

	(% change compared to the corresponding period last year)		
	Mainland China	Hong Kong, Macau and other markets	Group
Retail Sales Value <sup>(1)</sup> growth	22%	-24%	9%
Same Store Sales <sup>(2)</sup> growth	11%	-29%	-4%
Same Store Sales volume growth	9%	-30%	-2%
<b>Same Store Sales growth by product</b>			
— Gem-set jewellery	62%	-17%	26%
— Gold products	-2%	-38%	-14%

<sup>(1)</sup> “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.

<sup>(2)</sup> “Same Store Sales” for the CNY period is the revenue from the self-operated POS existing as at 22 February 2015 and which have been opened prior to 1 April 2013. Revenue from wholesale and other channels are excluded.

## CAUTION STATEMENT

The Board wishes to remind investors that the above operational update is based on the Company's internal records and management accounts which have not been reviewed or audited by auditors of the Company. The performance during the CNY period of the current and previous year are affected by various factors, therefore the operational data during the CNY period may not reflect the performance over a longer reporting period such as the Group's interim or annual results. **Shareholders of the Company and potential investors are cautioned not to place undue reliance on the aforesaid information and 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, 26 February 2015

*As at 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.*