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(於百慕達註冊成立之有限公司)
(Incorporated in Bermuda with Limited Liability)
Stock Code 股份代號 : 0590

**SALES PERFORMANCE OF RETAIL BUSINESS
FOR THE SECOND QUARTER OF FINANCIAL YEAR
ENDING 31 MARCH 2015 AND THE NATIONAL DAY GOLDEN WEEK**

Luk Fook Holdings (International) Limited (the “Company”), together with its subsidiaries (the “Group”), announces the sales performance of retail business of the Group’s self-operated shops for the second quarter (“2Q”) of financial year ending 31 March 2015 (“FY2015”) covering the period from 1 July 2014 to 30 September 2014 and the National Day Golden Week from 1 October 2014 to 7 October 2014.

SAME STORE SALES GROWTH (“SSSG*”) FOR 2Q OF FY2015

	FY2015 vs FY2014	FY2014 vs FY2013
Overall	-21%	+37%
Gold	-28%	+58%
Gold (by weight)	-25%	+86%
Gem-set jewellery	-6%	+11%
Hong Kong & Macau	-20%	+33%
Gold	-27%	+54%
Gold (by weight)	-24%	+81%
Gem-set jewellery	-7%	+10%
Mainland China	-30%	+66%
Gold	-38%	+79%
Gold (by weight)	-34%	+122%
Gem-set jewellery	+14%	+32%

Remarks:

SSSG* Same store sales growth of the period represents a comparison of sales of the same self-operated shop having full day operations in the comparable periods and such data does not include sales of licensed shops.

With the high base effect, SSSG* of the Group’s retail business for 2Q FY2015 recorded a drop of 21% (2014: +37%), an improvement over the 54% drop in the first quarter. The SSSG* of Hong Kong & Macau market and Mainland China (“Mainland”) market dropped by 20% (2014: +33%) and 30% (2014: +66%) respectively.

SSSG* FOR NATIONAL DAY GOLDEN WEEK

	2014 vs 2013
Hong Kong & Macau	+3%
Gold	+13%
Gold (by weight)	+23%
Gem-set jewellery	-11%
Mainland China	+28%
Gold	+29%
Gold (by weight)	+47%
Gem-set jewellery	+28%

The SSSG* of the Group's retail business for the National Day Golden Week in 2014 was +3% for Hong Kong & Macau market and +28% for Mainland market.

During the period, a slight increase in the SSSG* of Hong Kong & Macau market was because of the following:-

- The international gold price remained relatively low recently, causing a high demand for gold products.
- Although the “Occupy Central” movement in Hong Kong caused a disruption of normal operations in some shops at certain districts, the adverse impact was mitigated by a substantial growth of sales of shops at other districts because of the switch of customers’ shopping locations.

NUMBER OF SHOPS

As at 30 September 2014, the Group had a total of 143 self-operated shops which included 82 shops in Mainland, 46 shops in Hong Kong, 10 shops in Macau and 5 shops overseas. Together with 1,190 licensed shops in Mainland, there were altogether 1,333 shops worldwide as at the same date which are summarised as follows :-

	30 September 2014	30 June 2014	Changes in 2Q FY2015
Self-operated shops			
Hong Kong	46	44	+2
Macau	10	10	-
Mainland China	82	83	-1
Other Locations	5	5	-
Sub-total	143	142	+1
Licensed shops – Mainland China	1,190	1,148	+42
Total	1,333	1,290	+43

CAUTION STATEMENT

The board of directors of the Company wishes to remind investors that the above operational data is based on the Company's internal records which have not been audited by auditors. **Shareholders and potential investors are advised to exercise caution when dealing in the shares of the Company.**

By Order of the Board

Luk Fook Holdings (International) Limited

WONG Wai Sheung

Chairman & Chief Executive

Hong Kong, 15 October 2014

As at the date of this announcement, the Company's Executive Directors are Mr. WONG Wai Sheung (Chairman and Chief Executive), Mr. TSE Moon Chuen (Deputy Chairman), Ms. WONG Hau Yeung, Ms. WONG Lan Sze, Nancy and Ms. CHUNG Vai Ping; the Non-executive Directors are Mr. WONG Ho Lung, Danny (Deputy Chairman), Ms. YEUNG Po Ling, Pauline, Mr. HUI Chiu Chung, JP and Mr. LI Hon Hung, MH, JP; the Independent Non-executive Directors are Mr. TAI Kwok Leung, Alexander, Mr. IP Shu Kwan, Stephen, GBS, JP, Mr. FOK Kwong Man, Mr. MAK Wing Sum, Alvin and Ms. WONG Yu Pok, Marina, JP.