

LUK FOOK HOLDINGS (INTERNATIONAL) LIMITED
GRAND OPENING OF RETAIL OUTLET AT TSIM SHA TSUI

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ENDEVOUR TO EXPAND THE MARKET
EMBRACE THE PEAK SEASON OF CHRISTMAS

(Hong Kong, 19 Dec, 2004) —Hong Kong famous gold and jewellery retailer and wholesaler, Luk Fook Holdings (International) Limited (“Luk Fook”/“the Group”) (SEHK Code: 590) was pleased to announce the 311 Nathan Road outlet was moved to Shop B, Mansion House, No. 74-78, Nathan Road, Tsim Sha Tsui, with approximately total floor area of 1,900 square feet, which are expanded about 400 square feet.

Mr. Wong Wai Sheung, Chairman and Chief Executive of the Group said, “Hong Kong is an international cosmopolitan, everyday it has a million of visitors coming for shopping. Also, Tsim Sha Tsui is Hong Kong’s busiest commercial and tourism district among all, with variety of malls and stores, which is the must-go place of visitors. The Group believes that locating the new outlet here can not only widen the coverage of the Group’s network, but also enhance the Group’s reputation.”

Mr. Wong continued, “Benefited by the relaxation measure of the “individual visit scheme”, mainland visitors is continuously increasing, according to statistics, the accumulated number of mainland visitors is approximately 8.98million people in the first nine months, with an increase of 59% compared with the same period last year, moreover, mainland visitors’ spending is pushed by the use of China UnionPay Card and stimulated to go high; Besides, economy of Hong Kong is blooming, the purchasing power of the public has been increased. The Group has an actual need to open a new outlet to cope with the increasing customers. The Group chooses to open the outlet before Christmas is due to the consideration that Christmas is a high traveling season, and festival mood can motivate consumption, it is believed that the new shop’s turnover will be highly benefited.”

About Luk Fook Holdings (International) Ltd. (0590)

Luk Fook is principally engaged in the sourcing, designing and retailing of a variety of gold jewellery, gold ornaments, gem-set jewellery, gemstones and other accessory items. Luk Fook has 28 retail outlets under the brand name of Luk Fook and 5 under Ice g. in Hong Kong, Macau, the PRC and Canada. At present, the number of licensee shop of the Group increased to more than 120.

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