

## **LUK FOOK HOLDINGS (INTERNATIONAL) LIMITED**

### **DIRECTOR & FINANCIAL CONTROLLER MR. PAUL LAW INTERVIEWED BY BLOOMBERG TELEVISION**

[Hong Kong , 12 July 2004]—A leading gold and jewellery retailer and wholesaler, Luk Fook Holdings (International) Limited was pleased to announce that Mr. Paul Law, Director & Financial Controller of the Group was interviewed by the world's renowned financial information provider, Bloomberg TV, on 25 June. During the interview, Mr. Law introduced and analyzed the reasons for the Group 's recent encouraging business growth and presented the Group's future overseas expansion strategies

Mr. Law said local retail business experienced a rapid recovery owing to a strong increase in the number of mainland visitors fuelled by the "Individual Travel Scheme" and the introduction of the new RMB policies for Hong Kong (especially the launch of RMB Union Pay Card collection system by BOC. Benefited from these policies, the Group has achieved remarkable business growth in the first quarter in 2004, the turnover increased by 20%, compared to the same period last year. Also, the surge of tourists during the Golden Week of 1<sup>st</sup> May has brought a 50% increase in turnover as compared with the normal week for the Group. Looking forward, the Group plan to expand its business network to the United States and Southeast Asia in order to build up an international brand and will grasp the opportunities brought by the opening of gambling industry in Macau by developing and promoting its business in Macau with the two retail outlets there.

Chairman of Luk Fook, Mr Wong Wai Sheung said, "Media exposure would enhance the brand name of the Group and reinforce the corporate image. We believe the interview would facilitate our exploration into overseas market."

#### **About Bloomberg**

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#### **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. As at the announcement date, Luk Fook has 28 retail outlets under the brand name of Luk Fook and 6 under the brand name of Ice g. in Hong Kong, Macau, the PRC and Canada.

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