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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 JUNE 2017

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 three months ended 30 June 2017 (the “First Quarter”, or the “Quarter”). The unaudited key operational data in this announcement should be read in conjunction with the Company’s FY2017 annual report.

KEY OPERATIONAL DATA

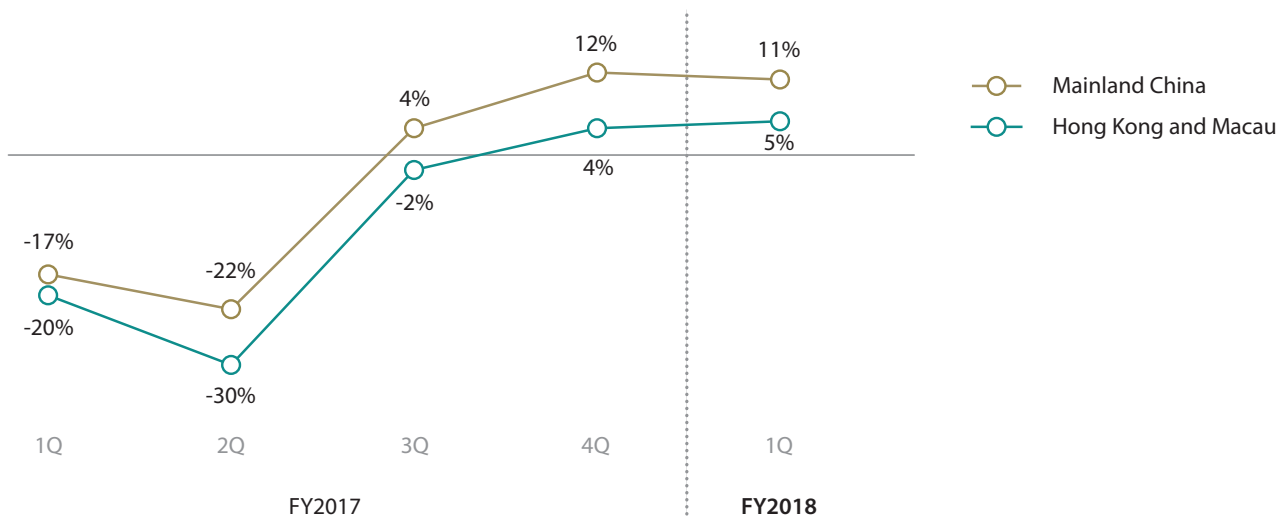
For the three months ended 30 June 2017

	(% change compared to the same period last year)	
	Mainland China	Hong Kong and Macau
Retail Sales Value ⁽¹⁾ (“RSV”) growth	17%	7%
Same Store Sales ⁽²⁾ (“SSS”) growth	11%	5%
Same Store Sales volume growth	0%	7%
Same Store Sales growth by product		
— Gem-set jewellery	3%	-4%
— Gold products	16%	9%

⁽¹⁾ “Retail Sales Value” measures the sales at the ending price (VAT inclusive, if any), in respective functional currencies, of products sold to customers in the POS network and other channels.

⁽²⁾ “Same Store Sales” for the First Quarter is the revenue from the self-operated POS existing as at 30 June 2017 and which have been opened prior to 1 April 2016. Revenue from wholesale and other channels are excluded.

Same Store Sales Growth

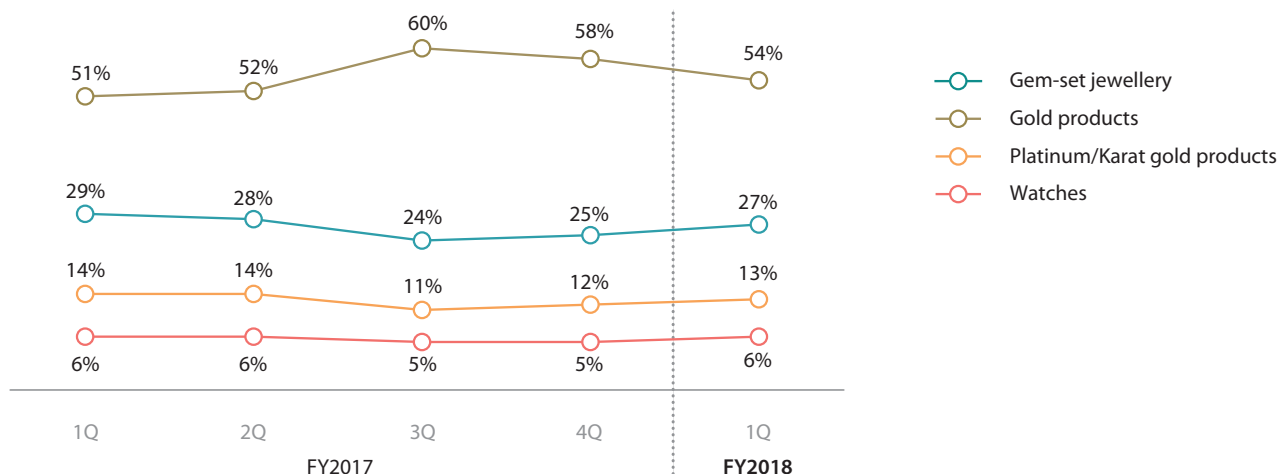


- RSV and SSS performance of both Mainland China and Hong Kong and Macau markets in the First Quarter improved year-on-year.
- SSS performance of gold products in both markets improved mainly due to an increase in Average Selling Price (“ASP”). Same store ASP was HK\$3,600 (1QFY2017: HK\$3,000) in Mainland China while HK\$7,100 (1QFY2017: HK\$6,800) in Hong Kong and Macau in the Quarter. The increase in ASP was primarily attributable to the gain in the average weight per gold product sold. The average international gold price stayed flat when compared to same period last year.
- SSS performance of gem-set jewellery in Mainland China improved driven by an increase in both volume and ASP during the Quarter. Decline in SSS of gem-set jewellery in Hong Kong and Macau narrowed to a single digit, as volume resumed to a double-digit growth. Same store ASP was HK\$6,100 (1QFY2017: HK\$6,000) in Mainland China and HK\$10,800 (1QFY2017: HK\$12,900) in Hong Kong and Macau in the Quarter.

Analysis by Market

Mainland China

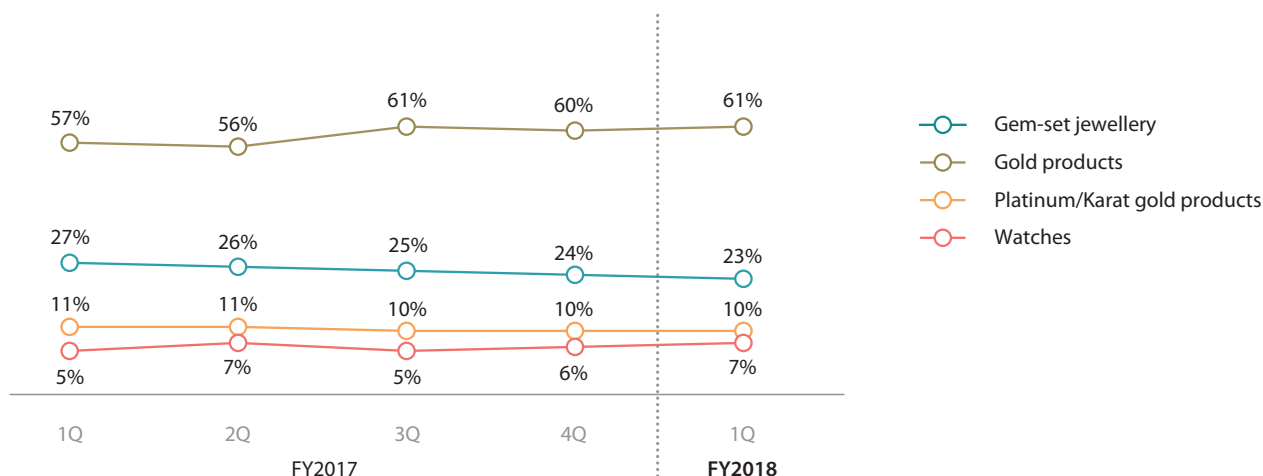
% of respective RSV by product



— E-commerce of jewellery business in Mainland China continued to boost the RSV with a 140% year-on-year growth in the First Quarter, backed by a strong volume increase of 125%. The management believe some of the sales of the low ASP gold products might have been diverted to this channel, partially contributing to an improvement in same store ASP of gold products in self-operated stores.

Hong Kong and Macau

% of respective RSV by product



Note: The percentages calculated are subject to minor rounding differences

- The percentage of RSV settled by China UnionPay or RMB to the total RSV of Hong Kong and Macau market, a proxy for sales contribution from Mainland tourists, declined to 40% in the Quarter as compared to 45% of the same period last year.
- RSV performance of touristic and non-touristic area was largely similar, as touristic area started to stabilise during the Quarter.

POS Network

- The Group opened a net of 28 POS during the Quarter, which included a net opening of 29 POS in Mainland China, 2 POS in Japan and 1 POS in the United States and a net closing of 4 POS in Hong Kong, bringing the total number of POS to 2,409 as at 30 June 2017.

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 June 2017 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, 12 July 2017

As at the date of this announcement, the executive directors are Dr. Cheng Kar-Shun, Henry, Mr. Wong Siu-Kee, Kent, Dr. Cheng Chi-Kong, Adrian, Mr. Cheng Chi-Heng, Conroy, Mr. Chan Sai-Cheong, Mr. Suen Chi-Keung, Peter, Mr. Chan Hiu-Sang, Albert, Mr. Cheng Ping-Hei, Hamilton and Mr. Liu Chun-Wai, Bobby; the non-executive director is Mr. Cheng Kam-Biu, Wilson; 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 Dr. Or Ching-Fai, Raymond.