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 31 March 2020 (the “Fourth Quarter”, or the “Quarter”). The unaudited key operational data in this announcement should be read in conjunction with the Company’s FY2019/20 interim report.

### KEY OPERATIONAL DATA

**For the three months ended 31 March 2020**

<table>
<thead>
<tr>
<th></th>
<th>Mainland China</th>
<th>Hong Kong and Macau</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Retail Sales Value</strong></td>
<td>-41%</td>
<td>-65%</td>
</tr>
<tr>
<td><strong>Same Store Sales</strong></td>
<td>-50%</td>
<td>-65%</td>
</tr>
<tr>
<td><strong>Same Store Sales volume</strong></td>
<td>-51%</td>
<td>-66%</td>
</tr>
</tbody>
</table>

**Same Store Sales growth by product**

- Gem-set jewellery: -50%  
- Gold products: -54%

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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 Fourth Quarter** is the revenue from the self-operated POS existing as at 31 March 2020 and which have been opened prior to 1 April 2018. Revenue from wholesale and other channels are excluded.
Same Store Sales Growth

— The spread of COVID-19 and the volatile macro environment affected both the businesses in Mainland China and Hong Kong and Macau during the Quarter resulting in sluggish demand. SSS in Mainland China plummeted by 50%. Hong Kong and Macau also recorded a notable SSS decline of 65%.

— In Mainland China, SSS of gem-set jewellery dropped by 50%, while RSV of gem-set jewellery declined 41% during the Quarter. SSS of gem-set jewellery in Hong Kong and Macau decreased by 64% during the Quarter as consumers held back spending. In Mainland China, same store Average Selling Price (“ASP”) of gem-set jewellery was HK$6,300 (4QFY2019: HK$6,100) while that of Hong Kong and Macau was HK$11,900 (4QFY2019: HK$11,500).

— Gold products recorded a volume decline as a result of gold price volatility on top of the abovementioned macro factors, dragging SSS of gold products in both markets. Yet, ASP of gold products increased to HK$5,000 (4QFY2019: HK$4,700) in Mainland China and HK$9,800 (4QFY2019: HK$8,900) in Hong Kong and Macau during the Quarter. The average international gold price in the Quarter was 21% higher when compared to the same period last year.
Analysis by Market

Mainland China

% of respective RSV by product

— RSV of e-commerce business in Mainland China dropped 26% year-on-year while volume decreased by 37% in the Quarter.

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, Alipay, WeChat Pay or RMB to the total RSV of Hong Kong and Macau market, a proxy for sales contribution from Mainland tourists, further declined to 30% in the Quarter.

POS Network

— The Group added a net of 65 POS in Mainland China during the Quarter, including 11 net POS openings of CHOW TAI FOOK JEWELLERY (7 net closings of self-operated store and 18 net openings of franchised store), in addition to 59 ENZO POS added post acquisition and a net closing of 2 SOINLOVE POS, 1 MONOLOGUE POS, 1 T MARK POS and 1 CTF WATCH POS.

— In Hong Kong, Macau and other markets, the Group closed 4 CHOW TAI FOOK JEWELLERY POS in Hong Kong.

— As at 31 March 2020, the Group had 3,850 POS in total.

PRELIMINARY ASSESSMENT OF THE IMPACT ON THE ANNUAL RESULTS FOR FY2020

— The unaudited revenue and core operating profit\(^{(1)}\) of the Group up to 11 months ended 29 February 2020 recorded a 11-13% and a 7-9% decline, respectively, based on the latest available management accounts and the information currently available to the Group.

— Inventory balances was about 15% higher as of 29 February 2020 when compared to that as of 31 March 2019. The Group expects the inventory will remain at a higher level than usual in the short term.

— As of 31 March 2020, outstanding gold loan by weight and by amount held by the Group was about 15% and 40% higher compared to last year. The Group is still in the process of measuring the impact of unrealised loss from gold loans. However, such unrealised loss is non-cash in nature, it should not have any material impact on the Group’s cash flows.

\(^{(1)}\) Core operating profit, a non-IFRS measure, being the aggregate of gross profit and other income, less selling and distribution costs and general and administrative expenses and unrealised loss (gain) on gold loans, which the Company believes is useful in gaining a more complete understanding of its operational performance and the underlying trend of its core businesses.
CAUTION STATEMENT

This announcement is based on management’s preliminary assessment of the latest information available. The position remains to be reviewed by the Company’s auditor, its audit committee and the Board. The Company is in the process of preparing annual results of the Group for the year ended 31 March 2020 which will be announced in June.

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, 9 April 2020

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. Cheng Ping-Hei, Hamilton, Mr. Chan Sai-Cheong, Mr. Suen Chi-Keung, Peter, Mr. Chan Hiu-Sang, Albert, Mr. Liu Chun-Wai, Bobby and Mr. Cheng Kam-Biu, Wilson; the non-executive director is Ms. Cheng Chi-Man, Sonia; and the independent non-executive directors are Dr. Fung Kwok-King, Victor, Dr. Or Ching-Fai, Raymond, Mr. Kwong Che-Keung, Gordon, Mr. Cheng Ming-Fun, Paul, Mr. Lam Kin-Fung, Jeffrey and Ms. Cheng Ka-Lai, Lily.