

2023/2024

INTERIM RESULTS
INVESTOR PRESENTATION

1H2024 HIGHLIGHTS Solid recovery in operating performance

Revenue

HK\$49,526 million

▲ 6.4%

On constant fx ¹

11.3%

Core operating profit²

HK\$5,989

million

▲ 37.7%

On constant fx ¹

44.3%

Profit attributable to shareholders ³

HK\$4,551

million

36.4%

Basic EPS

HK\$0.46

1H2023 HK\$0.33

Dividend per share

HK\$0.25

Payout ratio 54.9%

¹ Based on same averaged foreign exchange rate used for translation in 1H2023

² Core operating profit = Aggregate of adjusted gross profit and other income, less selling and distribution costs and general and administrative expenses

³ An unrealised gain on gold loans of HK\$558 million was recorded in 1H2024 (1H2023: a gain of HK\$526 million)

GROUP STRATEGIES

Key achievements amid dynamic market conditions

Transformation on track

- Brand revamp underway to strengthen CTF's competitiveness
- New designs for HUÁ Collection unveiled in Aug 2023 coupled with the first-ever global marketing campaign

Strategic priorities to sustain growth trajectory

- Quality expansion with clear focus on enhancing store productivity and customer experience
- Steady transition to new phase of higher value growth, focus on enhancing earnings quality and returns to equity and capital

Resilient recovery

 Solid 1H RSV and SSS in key markets despite macro headwinds

RSV

Mainland China

Hong Kong, Macau and other markets

▲ 10.8% **| ▲** 58.5%

Sustained profitability enhancement

- Diligent execution of pricing strategy **optimisation** and **cost management**:
 - > AGPM +140 bps YoY
 - > SG&A ratio -140 bps YoY
 - > COPM +280 bps YoY

GROUP STRATEGIES

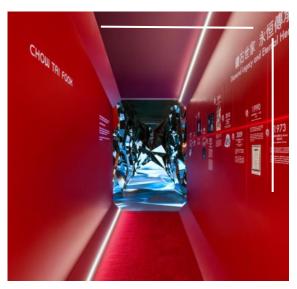
Strategic initiatives in-place to support targeted growth opportunities



HUÁ Collection launched with a centralised global marketing campaign to ensure consistency, maximised synergy and impact



Enhanced product planning process and new gem-set jewellery collection Chow Tai Fook Dancing Lily Collection being developed in 1H2024



Global diamond campaign kick-off in 2H, led by "Beyond Time" diamond exhibition in Sep 2023

GROUP STRATEGIES Strategic roadmap outlining sustained growth trajectory



Brand revamp to increase brand desirability and build revenue resilience

- Store segmentation planning, gradual roll-out of new store image, display, packaging and revamped service
- Revamp loyalty programme
- Centralise marketing strategy



Strengthening product differentiation, optimising product portfolios while reducing inventory levels and turnover days

- Rationalisation of SKUs to focus on core assortments and signature collections
- Optimise product planning process
- Product offerings dedicated to various consumer segments
- New signature diamond and fashion collections



Promoting data-driven culture and accelerating digital transformation to optimise business performance

- Optimise omni-channel customer experience
- · Enrich online exclusive collections and service offerings
- Empower sales enhancement tools and devices
- Synchronise enterprise database to enhance analytics capabilities



Enhancing operational efficiency and resilience

- Strengthen franchisee management
- Enhance production efficiency
- Streamline raw material workflow
- Optimise cost structure



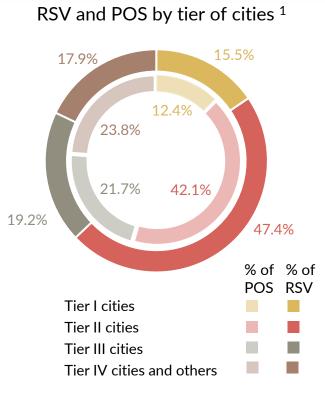
Nurturing a people-first culture and strengthening talent development in support of business growth

- Optimise performance management programme for better goals alignment
- Strengthen training programme to upskill current talent pool
- Review incentives programme for frontline staff

BUSINESS UPDATE

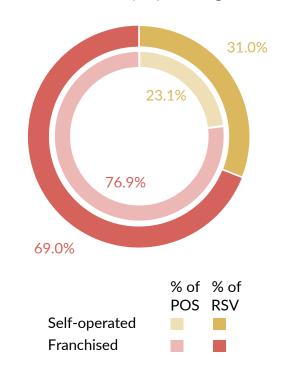


MAINLAND CHINA - CHOW TAI FOOK JEWELLERY POS



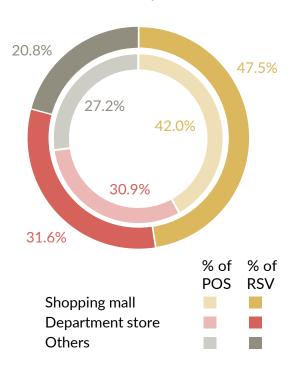


RSV and POS by operating model



	RSV YoY	Net POS movement
Self-operated	-0.6%	+15
Franchised	17.1%	+174

RSV and POS by store format



	RSV YoY	Net POS movement	
Shopping mall	14.8%	+119	
Department store	0.9%	+47	
Others	20.0%	+23	

 $^{^{1}}$ Adoption of the city-tier ranking released by Yicai Global on 30 May 2023

MAINLAND CHINA – CHOW TAI FOOK JEWELLERY POS Maximise capital efficiency and enhance store productivity in driving quality expansion



Retail network management

- Committed to executing higher value growth with a focus on enhancing store productivity and customer experience
- Expect 300-400 net openings in FY2024
- Staying vigilant and nimble to effectively calibrate resources to capture new growth opportunities
- Reviewing store segmentation strategy in preparation of brand revamp

MAINLAND CHINA – OMNI-CHANNEL ENGAGEMENT Amplify online presence to drive e-commerce sales

Impressive Double 11 Festival sales

Ranking on Tmall and JD.com (Jewellery category)

GMV growth ¹

No. 1

1H2024 update

Contribution to respective RSV

Contribution to respective retail sales volume

4.6% 11.2%

Average selling price

HK\$2,100

1H2023

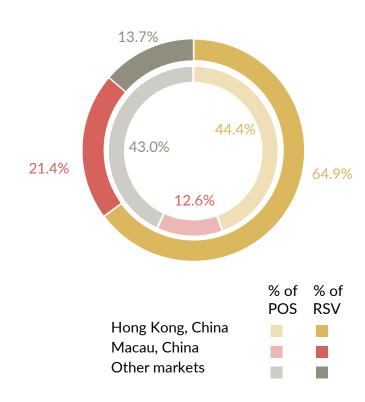
HK\$1,800

Digital customer engagement

- Continued to bolster our online presence through targeted digital marketing initiatives
- By leveraging our data insights, strategically redirected resources to prioritise premium third-party marketplaces, implemented effective search engine optimisations (SEO) strategies and engaged with high-impact KOL or KOC

HONG KONG & MACAU OF CHINA AND OTHER MARKETS Positive tailwinds from improved inbound tourism

RSV and POS by geography



	RSV YoY	Net POS movement	
Hong Kong, China	37.6%	+1	
Macau, China	105.5%	-	
Other markets	148.9%	+5	

Retail network management

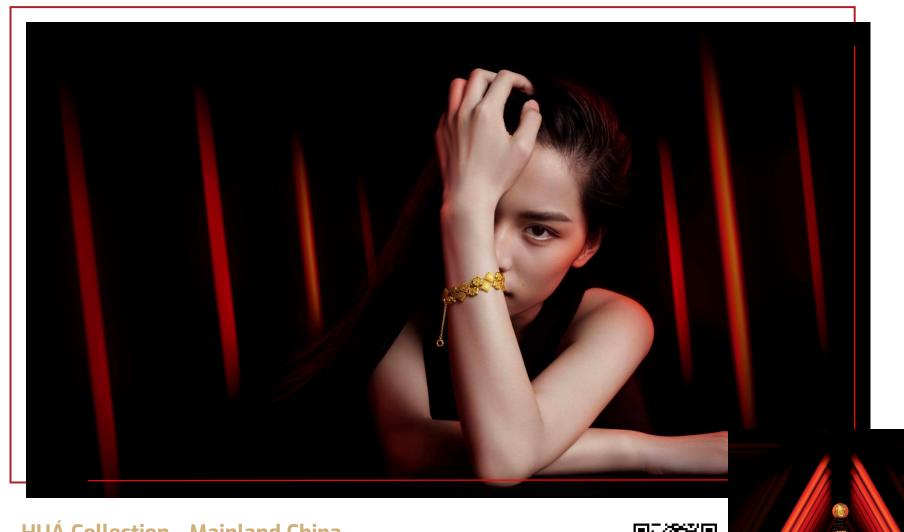
Hong Kong and Macau of China

- Continuous execution of cost management
- Reassess market opportunities for potential new additions with one net opening in 1H2024

Other markets

- Expanded our store network in Thailand and Canada, as well as duty-free network in Beijing, Shanghai and Hainan in 1H2O24
- Continue to evaluate and explore opportunities in markets with strong retail demand

NEW DESIGNS FOR HUÁ COLLECTION UNVEILED Inspired by the Tang Dynasty and forged with time-honoured goldcrafting techniques

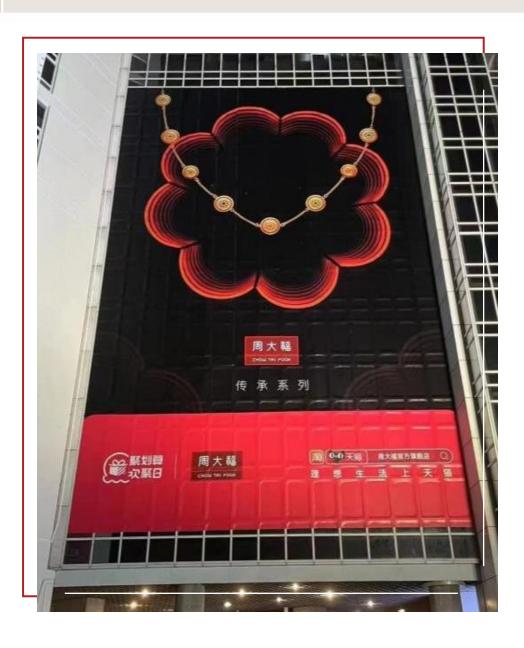


HUÁ Collection - Mainland China

37.3% of gold jewellery products RSV



NEW DESIGNS FOR HUÁ COLLECTION UNVEILED 360-degree global marketing campaign to maximise impact and synergies while ensuring consistency







NEW DESIGNS FOR HUÁ COLLECTION UNVEILED Highly-acclaimed and wide media coverage underpin the popularity of our new collection



JEWELLERY & WATCHES

Discovering the Timeless Art of Gold with Chow Tai Fook's HUÁ Collection

FASHION

AMALINA ANUAR / JULY 12, 2023



Clean Fit穿搭成為近期的潮流關鍵字,想將簡約風格配搭得更有質感,稅 眾多金飾中,散發低調華麗感的「黃金工藝」深受女星與名模歡迎,更成 為女生爭相追捧的飾品潮流。到底甚麼是黃金工藝?挑選金飾時有何注意 事項?以下為大家講解時尚金飾搭配守則,輕鬆駕馭不同穿搭服裝

Honouring traditional culture with modern toucher

When it comes to modern jewellery staples, we tend to gravitate towards unique pie individuality of the wearer. Whether through bold shapes, beautiful craftsmanship of all about pushing the boundaries when picking your ideal everyday gem. To exude you add a touch of elegance to your collection today? This season, we're embracing the Fook's HUÁ Collection.

With Chow Tai Fook, the brand celebrates timeless gold gems while blending the ess culture. With its latest collection, it's time to elevate its exquisite gold jewellery that with class, grace and sophistication.

Everything you need to know Chow Tai Fook's HUÁ Colle

盛世华彩周大福北京品鉴会圆满举办

2023年9月23日至25日,周大福精心打造的"盛世华彩周大福北京品鉴会"干北 领略凝聚千年黄金美学的历史与文化, 品鉴中国传统黄金工艺的当代表达









解锁至臻佳作 品鉴黄金美学

作为拥有近百年历史的民族品牌,周大福坚持秉承「真诚·永恒」的核心价值理 念,以传承中国传统黄金工艺、发扬优秀传统文化为己任,致力将源远流长的中华 文化精髓融入品牌内核, 实现经典与时尚的创新融合, 向大众传递优秀的传统文化

Social media views

8.9M +

Fans reach

>10/// +

HEARTS ON FIRE LAUNCHED THE VELA COLLECTION Unparalleled sparkle of signature cut diamonds featuring French cut pavé setting

HEARTS ON FIRE



"BEYOND TIME" DIAMOND EXHIBITION (27 SEP – 2 OCT) Showcase of resplendent and vibrant diamond art pieces with extraordinary jewellery masterpiece "A Heritage in Bloom"





A Heritage in Bloom



Heart Fancy Vivid Blue VVS2 8.08ct



"Beyond Time" diamond exhibition video

"BEYOND TIME" DIAMOND EXHIBITION

Immersive experience celebrating the magnificent beauty of diamonds



唔同階段嘅女士都有不同喜愛之物,但相信所有女士都會喜愛華麗閃耀嘅鑽石。而你又知唔知道: 世界上原來無一顆完全相同嘅鑽石?呢種獨一無二就係天然鑽石嘅魅力所在。

一直致力珠寶工藝傳承同創新嘅周大福,由今日起於中環大館特設《Beyond Time》鑽石展覽,加 入多個藝術裝置帶你沉浸式體驗天然鑽石之旅,交織歷史與藝術,感受鑽石嘅魅力!

而今次展覽仲首次公開展出多件珍稀瑰寶,其中由享譽國際珠寶藝術家陳世英耗時47,000小時製作 嘅《裕世鑽芳華》稀世珠寶傑作,當中最大主石重達104卡,必定令你嘆為觀止!同場更有其他稀 有彩鑽及鑽飾,想大開眼界記得唔好錯過啦!你仲可以参加現場互動遊戲,製作專屬你嘅客製化限 量禮品,記錄專屬個人時刻添!

立即登記: https://bit.ly/46kIaxu

展覽詳情

周大福《Beyond Time》鑽石展覽

日期:即日至10月2日 時間:10am-7pm

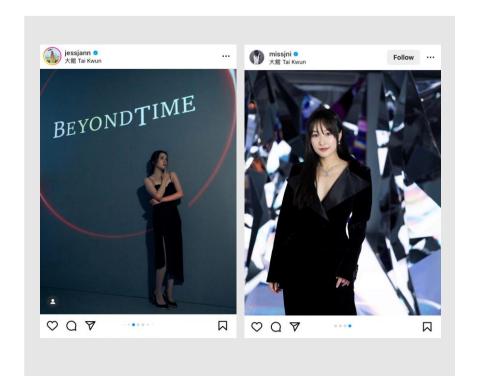
地址:中環荷李活道10號大館01座LG2複式展室

走進沉浸式珠寶藝術之旅 過百卡鑽石稀世珍寶



Media coverage Fans reach

5.2M +





FINANCIAL REVIEW

1H2024 INCOME STATEMENT HIGHLIGHTS Enhanced earnings quality with margin expansion

Revenue

HK\$49,526

million

Adjusted gross profit ¹

HK\$11,786

million

▲ 12.9%

SG&A

HK\$6,150

million

4.5%

Core operating profit

HK\$5,989

million

On constant fx ²

▲ 37.7%

44.3%

▲ 6.4%

On constant fx ²

▲11.3%

Adjusted gross profit margin

23.8%

1H2023

22.4%

SG&A ratio

12.4%

1H2023

13.8%

Core operating profit margin

12.1%

1H2023

9.3%

Revenue YoY

¹ Adjusted gross profit = Gross profit excluding the impact of the unrealised loss (gain) on gold loans

² Based on same averaged foreign exchange rate used for translation in 1H2023

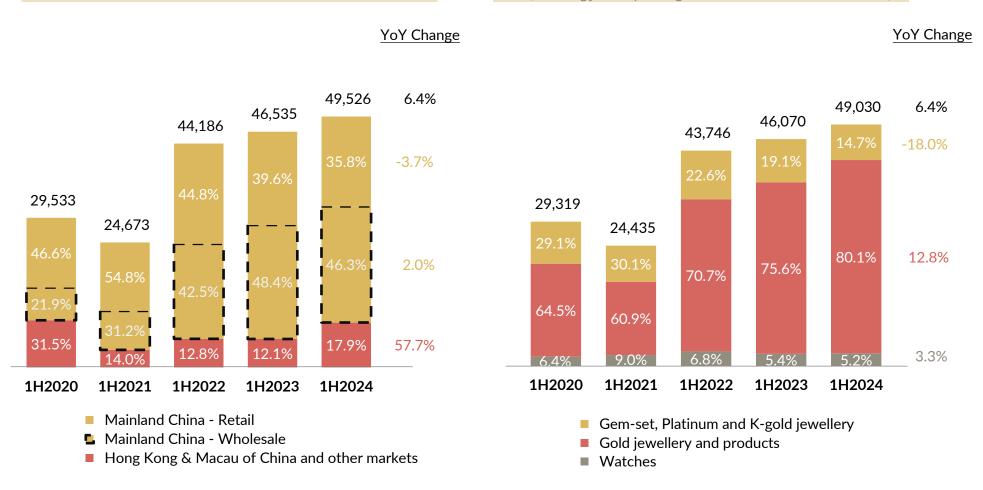
REVENUE BREAKDOWN

Steady ramp up of stores and strength in gold products supported business growth

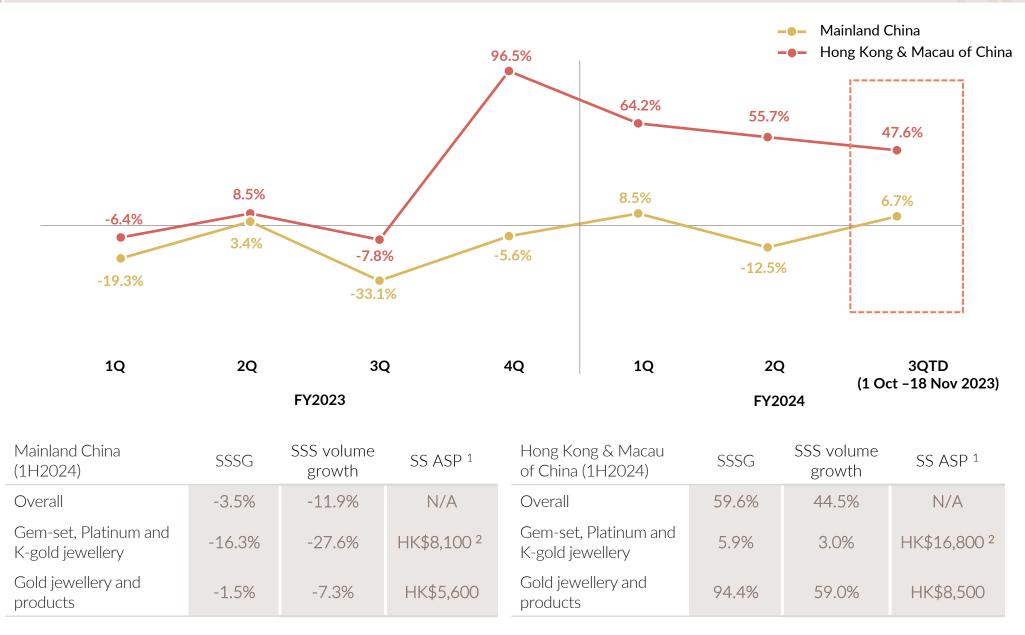
Revenue by reportable segment (HK\$ m)

Revenue by product (HK\$ m)

(Excluding jewellery trading and service income from franchisees)



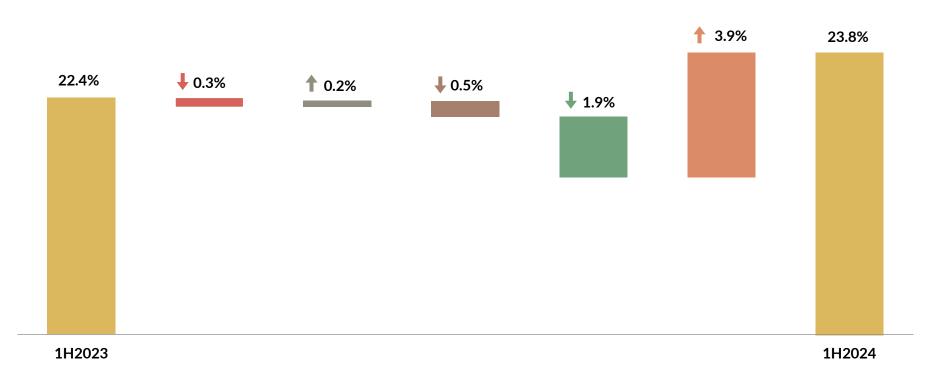
SAME STORE SALES GROWTH ("SSSG") – MAJOR MARKETS Resilient ASP trend sustained across categories



¹ ASP = Average selling price

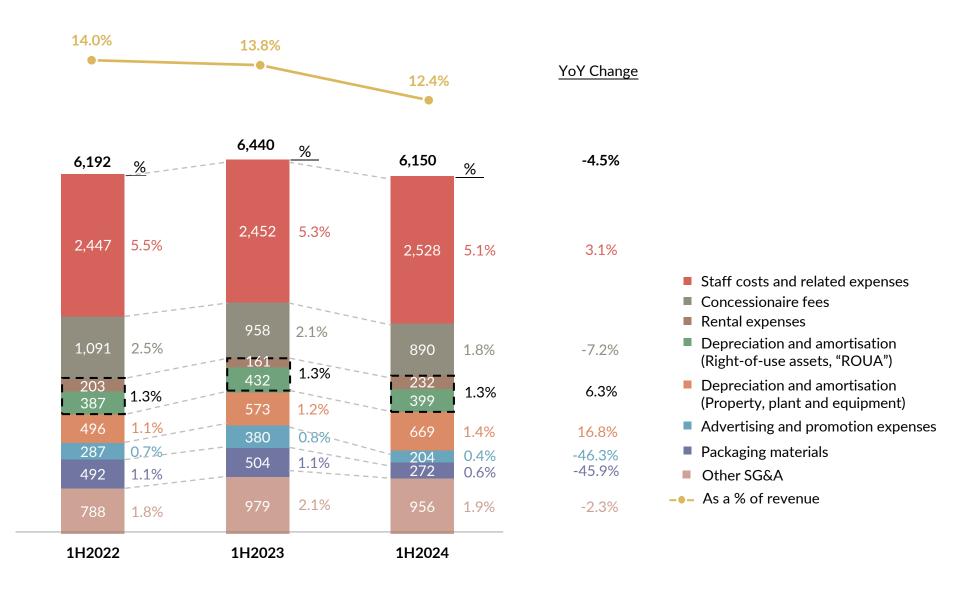
² Gem-set jewellery ASP

1H2024 MOVEMENTS IN ADJUSTED GROSS PROFIT MARGIN Pricing strategy optimisation and gold price hike yielded continuous GPM enhancement

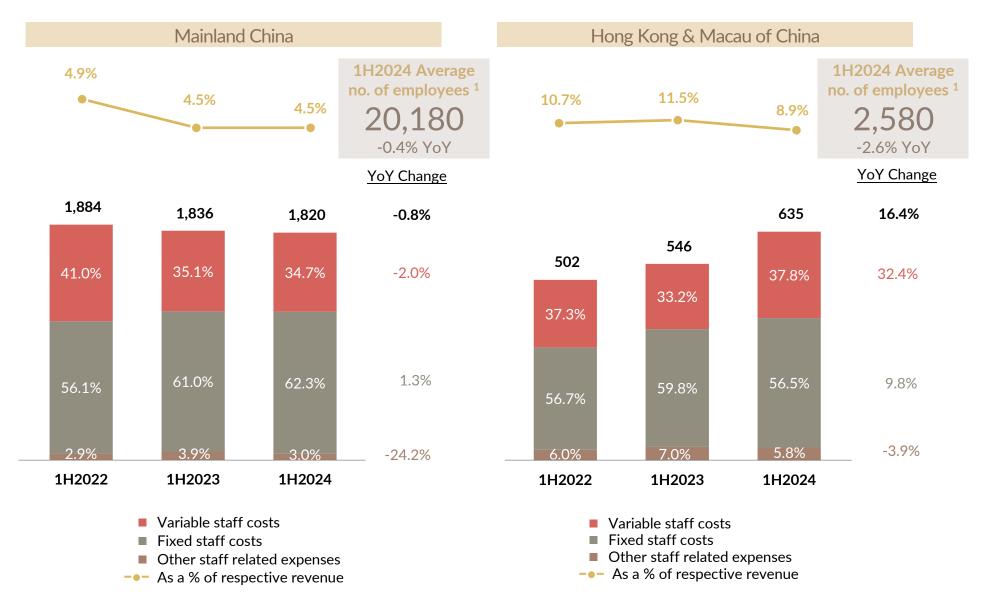


- Changes in Mainland China, Hong Kong & Macau of China and other markets mix
- Impact from wholesale business
- Impact from jewellery trading
- Changes in product mix
- Changes in gross profit margin by product in retail business

SG&A ANALYSIS (HK\$M) Cost improvements driven by higher operating leverage and operational efficiency enhancement

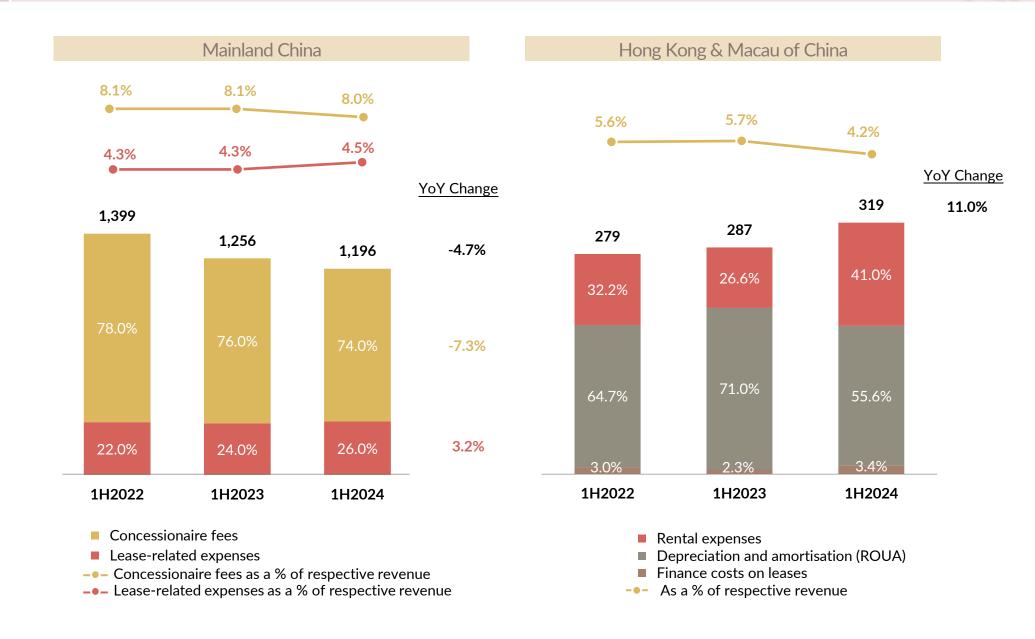


SG&A – STAFF COSTS AND RELATED EXPENSES (HK\$M)



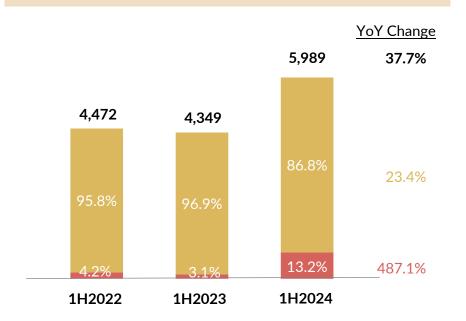
¹ Employees in production function excluded

SG&A – CONCESSIONAIRE FEES AND LEASE – RELATED EXPENSES (HK\$M)



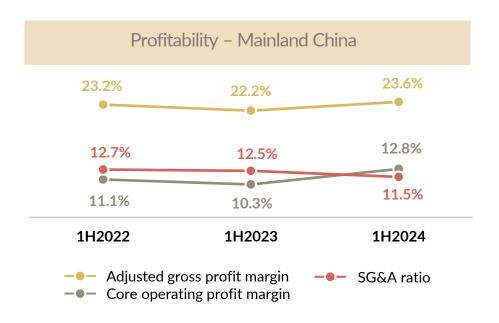
CORE OPERATING PROFIT AND PROFITABILITY ANALYSIS Profitability enhancement with significant uplift of COPM in HK/Macau amid operating leverage

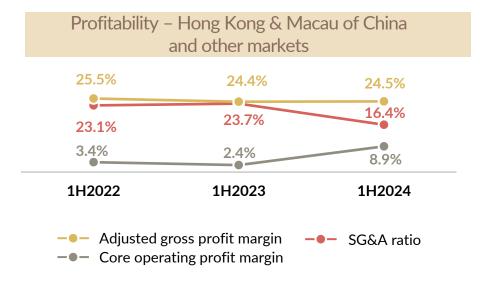
Core operating profit by reportable segment (HK\$m)



- Mainland China
- Hong Kong & Macau of China and other market

Core operating profit YoY	1H2O23	1H2O24
Mainland China	-1.6%	23.4%
Hong Kong & Macau of China and other markets	-29.3%	487.1%



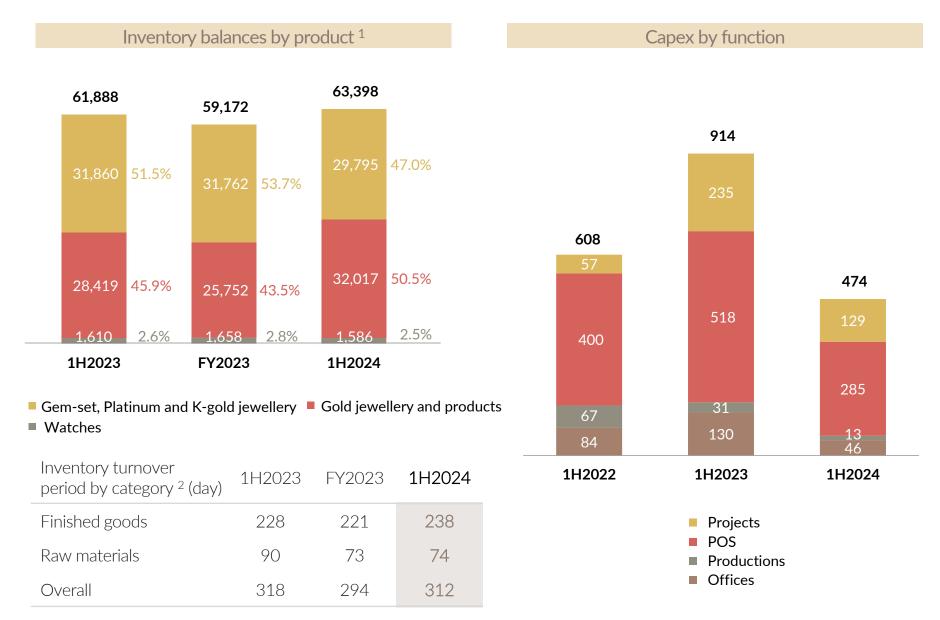


PROFIT BEFORE TAXATION

For the six months ended 30 September (HK\$m)	1H2O23	1H2O24	YoY Change
Core operating profit	4,349	5,989	1,640
Unrealised gain on gold	526	558	32
Other gains and losses	(222)	(215)	7
Other expenses	(38)	(32)	6
Share of (losses) profits of an associate	2	(9)	(11)
Interest income	127	111	(16)
Finance costs	(227)	(328)	(101)
Profit before taxation	4,519	6,074	1,555

Major movements Unrealised gain on gold 1H2024: HK\$558m 1H2023: HK\$526m London gold price (Closing price six months 5.5% change) Other gains and losses 1H2024: net fx loss HK\$209m 1H2023: net fx loss HK\$269m RMB to HKD **5.2%** (YoY change)

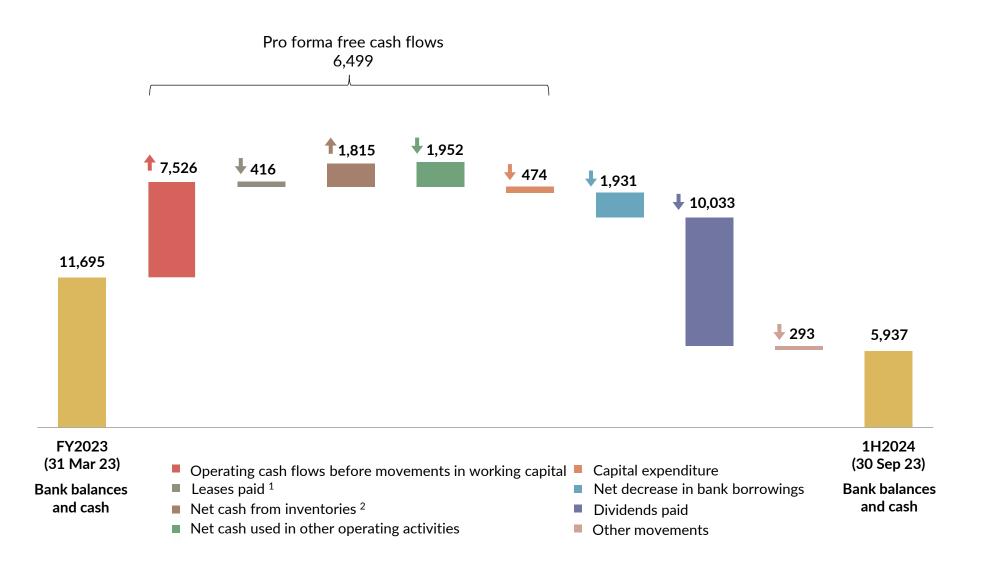
INVENTORY AND CAPITAL EXPENDITURE (HK\$M) Inventory turnover to normalise after peak season in 2H2024 in line with historical trends



¹ Packaging materials excluded

² Inventory turnover period = Closing inventory balances (excluding packaging materials) / cost of goods sold x 183 (for 1H figures) or 365 (For FY figures)

SUMMARY – MOVEMENTS IN CASH FLOWS (HK\$M) Robust generation of operating and free cash flows as retail activities improved



¹ With adoption of IFRS 16, leases paid was included in financing activities

² Net cash (used in) from inventories included net change in inventories and repayment of gold loans

CAPITAL STRUCTURE HIGHLIGHTS

Prudent capital management; Healthy net cash status

Bank borrowings

HK\$3,926

As at 31 Mar 23

HK\$5,855 million

Gold loans

HK\$22,498

As at 31 Mar 23

HK\$15,086 million

Net debt ¹

HK\$20,486

As at 31 Mar 23

HK\$9,207 million

Bank deposits and cash equivalents ²

HK\$5,937 million

As at 31 Mar 23

HK\$11,734 million

Hedging ratio

70.2%

As at 31 Mar 23

55.4%

Net gearing ratio

75.3%

As at 31 Mar 23

27.6%

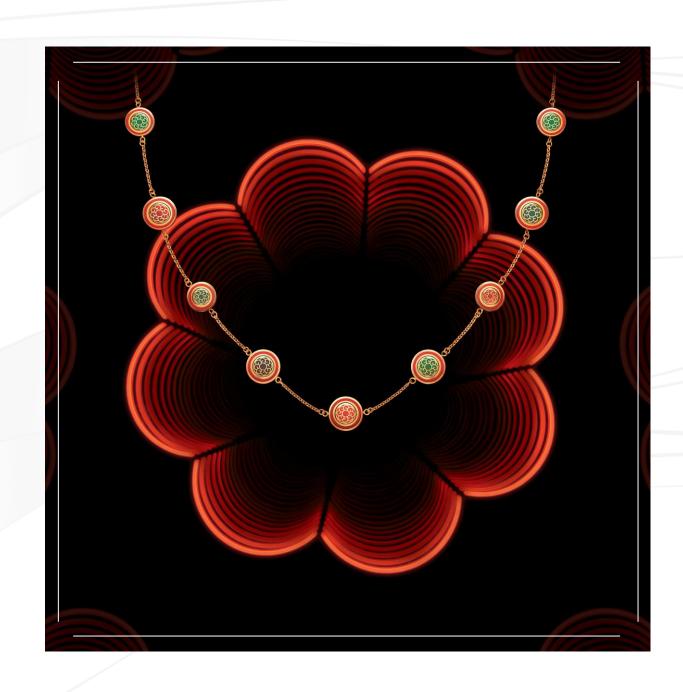
Excluding gold loans

Net cash position

¹ Aggregate of bank borrowings, gold loans, net of bank deposits and cash equivalents

² Bank balances and cash and short-term bank deposits included

MARKET OUTLOOK



MARKET OUTLOOK FY2024 – A year of gradual recovery & normality

- The government's focus on domestic consumption will support retail and economic activity in the Mainland and Hong Kong & Macau
- Resilient jewellery industry sales, outpacing overall retail sales growth in Apr-Sep 2023 in the Mainland and Hong Kong
- Remain vigilant and nimble to effectively calibrate our resources to capture new growth opportunities
- Targeted and selective capital allocation to maximise capital efficiency and investment returns

Mainland China

- Economic policy adjustments reiterated on expanding domestic demand and improving employment
- Expect a gradual and uneven recovery amid uncertain global economic conditions, but remain confident in the mid- to long-term growth prospects of jewellery market and the economy

Hong Kong & Macau

- Inbound tourism and labour market conditions continue to drive consumption demand and growth
- The latest Policy Address aims to boost tourism in Hong Kong
- Improvement in foot traffic and the push from government's favourable initiatives to increase operating leverage

Other markets

- ASEAN markets to be supported by travel consumption and robust local demand
- Evaluating and exploring opportunities in markets with strong retail demand

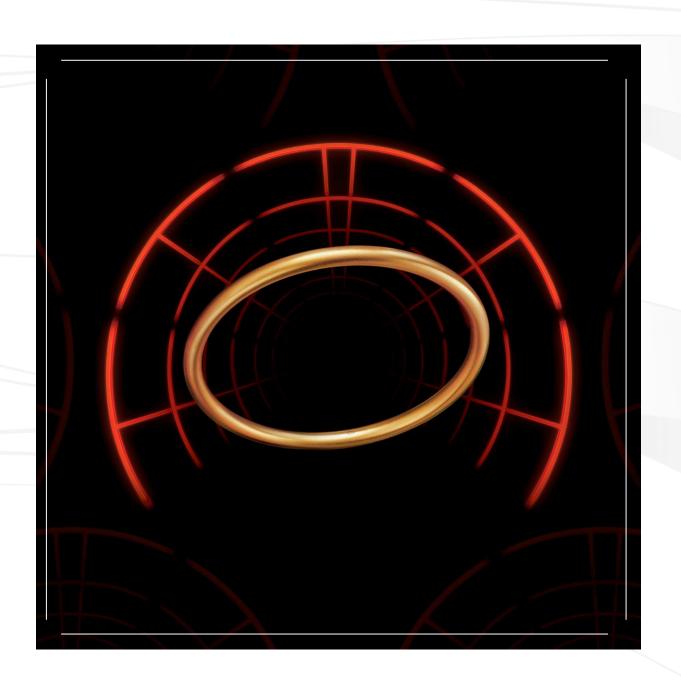
SUMMARY OF 1H2024 RESULTS Fully committed to delivering sustainable long-term stakeholder value creation

Transformation on track; Sustained profitability improvement with 37.7% growth in COP to HK\$5,989 million and 280 bps YoY improvement in **COPM to 12.1% in 1H2024**

Executing a clear and defined roadmap across 5 strategic priorities to strengthen competitiveness and enhance earnings quality

Continued focus on the execution of **pricing optimisation strategy** and **operational efficiency enhancement initiatives**

Charting steady progress in transition to new phase of higher value growth

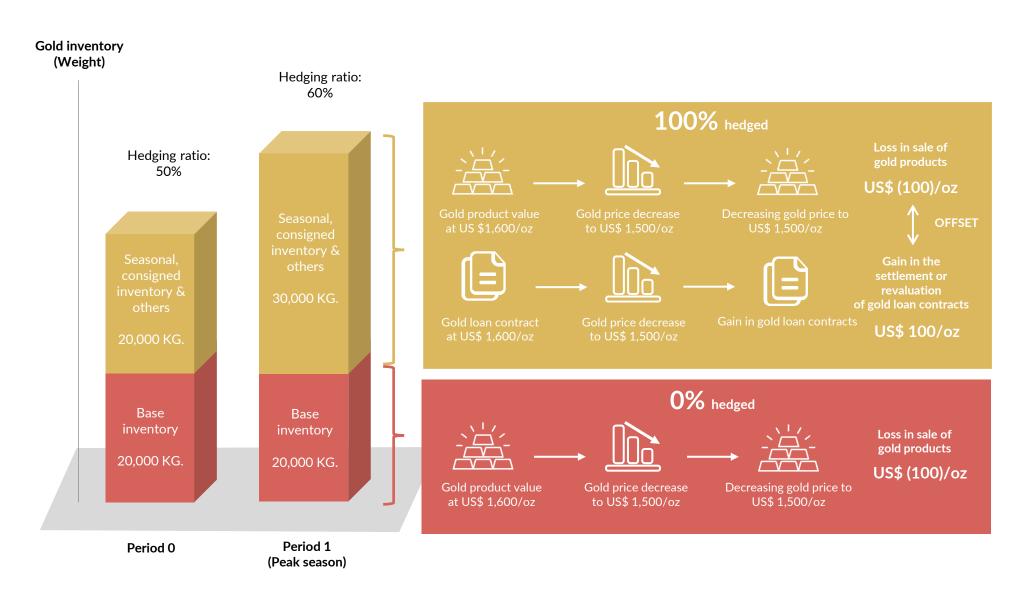


APPENDIX

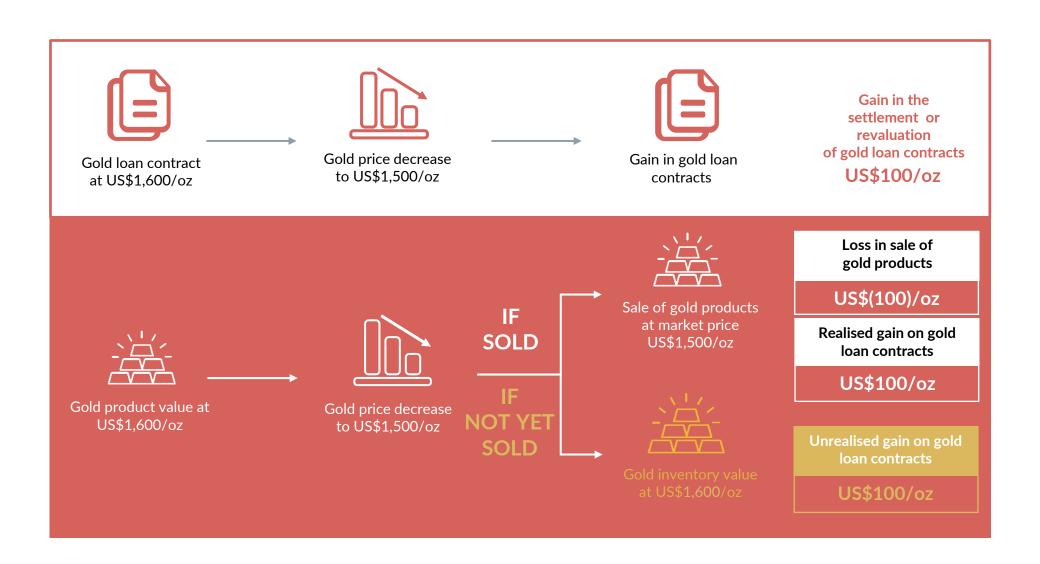
APPENDIX I – INCOME STATEMENT SUMMARY

For the six months ended 30 September (HK\$m)	1H2022	1H2O23	1H2O24	YoY Change
Revenue	44,186	46,535	49,526	+6.4%
Gross profit	10,794	10,962	12,344	+12.6%
Gross profit margin	24.4%	23.6%	24.9%	+1.3% pts
Adjusted gross profit margin ¹	23.5%	22.4%	23.8%	+1.4% pts
Selling and distribution costs and general and administrative expenses ("SG&A")	6,192	6,440	6,150	-4.5%
SG&A to revenue ratio	14.0%	13.8%	12.4%	-1.4% pts
Core operating profit	4,472	4,349	5,989	+37.7%
Core operating profit margin	10.1%	9.3%	12.1%	+2.8% pts
Profit before taxation	4,809	4,519	6,074	+34.4%
Profit attributable to shareholders	3,581	3,336	4,551	+36.4%
Basic earnings per share	HK\$0.36	HK\$0.33	HK\$0.46	+36.4%
Dividend per share	HK\$0.22	HK\$0.22	HK\$0.25	N/A

¹ Adjusted gross profit margin = Gross profit margin excluding the impact of the unrealised loss (gain) on gold loans



Note: Data provided are for illustrative purpose only



Note: Data provided are for illustrative purpose only

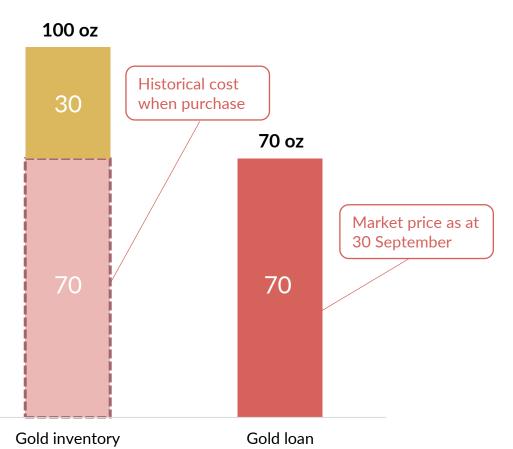


■ Non-gold loan portion

■ Gold loan

Market price @ 9.30: US\$1,871/oz T-180 price: US\$1,951/oz

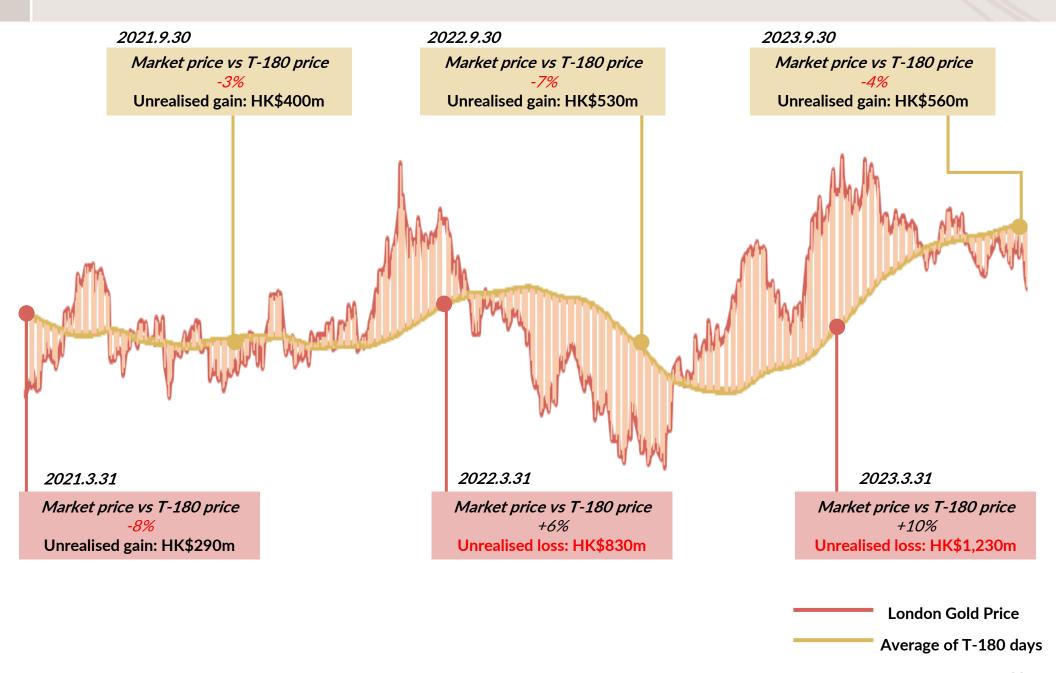
Market price vs T-180 price -80/oz (-4%)



Gold loan portion

Gold loan	Gold inventory
Unrealised gain	Unrealised loss
= Price gap * weight	= Price gap * weight
= US\$80/oz * 70oz	= US\$80/oz * 100oz
= US\$5,600 unrealised gain	= US\$8,000 unrealised loss

Net impact: <u>US\$2,400 unrealised loss</u>



APPENDIX III – OUR SUSTAINABILITY Sustainability goals to achieve on or before 2029



Craftsmanship, innovation & technology

- Promote cross-generational craftsmanship, innovation and technology
- Cultivate the artisanal spirit through mass engagement and in-depth experiential programmes reaching 10 million people







People focused

- Cultivate our caring culture that embraces giving back to our community, employee development, diversity, inclusion, wellbeing and family-friendly practices
- Increase employees' volunteer service hours by 30% ¹







Responsible sourcing

- Implement our Best Practice Principles for Suppliers
- Ensure 100% of key long-term suppliers are fully compliant







Resource efficiency & carbon reduction

- Reduce the ecological footprint of our operations
- Reduce GHG intensity and water consumption intensity of the Group and waste generation intensity of production hubs by at least 15% ^{1, 2}





¹ Base year for all numerical targets is FY2019

² In FY2023, targets of our production hubs have been revised to achieve a minimum reduction of 50% compared to FY2019

APPENDIX III – OUR SUSTAINABILITY Reporting principles & recognitions

Reporting principles

In additions to the **Environmental, Social and Governance Reporting Guide of HKEX**, our sustainability disclosure is also prepared with reference to the recommendations from:

- Global Reporting Initiative Sustainability Reporting Standards
- The Task Force on Climate-Related Financial Disclosures

Recognitions







Member of the First Edition of "Sustainability Yearbook (China) 2023" of S&P Global

周大福珠宝集团有限公司 電生业

《可持续发展年鉴(中国版)》 入选企业

中国企业标普全球 ESG 评分 2022

标普全球 ESG 评分 2022:51/100 截至2023年8月17日。 以上评分及排位均为行业特定且依据相关筛选标准。 请前往spglobal.com/esg/yearbook了解更多信息。

S&P Global



CDP Water Security Assessment 2022



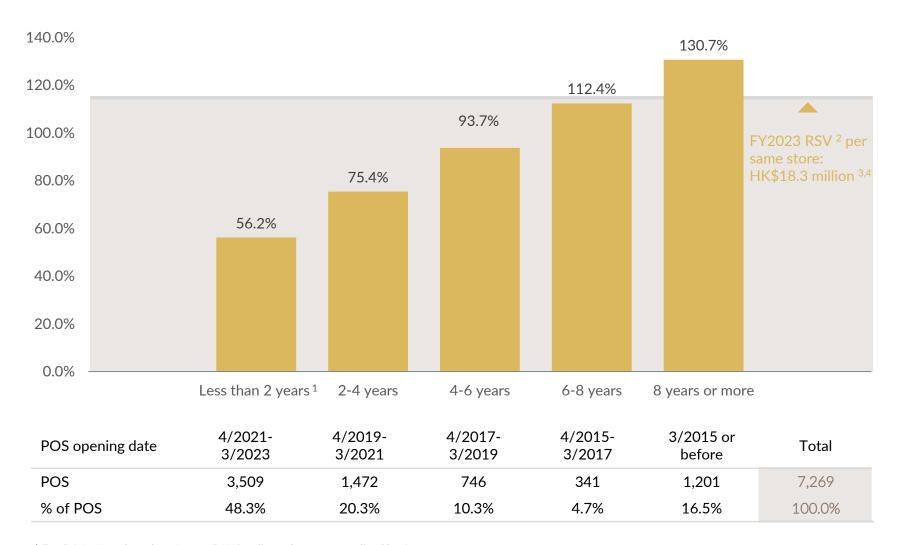
Note: Management level

CDP Climate Change Assessment 2022



Note: Awareness level

APPENDIX IV – MAINLAND CHINA – RSV PER STORE BY STORE AGE IN FY2023 [CHOW TAI FOOK JEWELLERY POS]



¹ For POS of age less than 1 year, RSV is adjusted on an annualised basis

² RSV = Retail Sales Value measured the sales at the ending price (VAT inclusive, if any) of products sold to customers in the POS network and other channels

³ Value-added tax ("VAT") included

⁴ Self-operated and franchised POS included for same store calculation

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