

CHOW TAI FOOK JEWELLERY GROUP

CORPORATE PRESENTATION

A Heritage in Crafting The Future -
Yesterday, today, and tomorrow



INTRODUCTION

CHOW TAI FOOK JEWELLERY GROUP LIMITED (SEHK STOCK CODE: 1929) WAS LISTED ON THE MAIN BOARD OF THE STOCK EXCHANGE OF HONG KONG IN DECEMBER 2011.

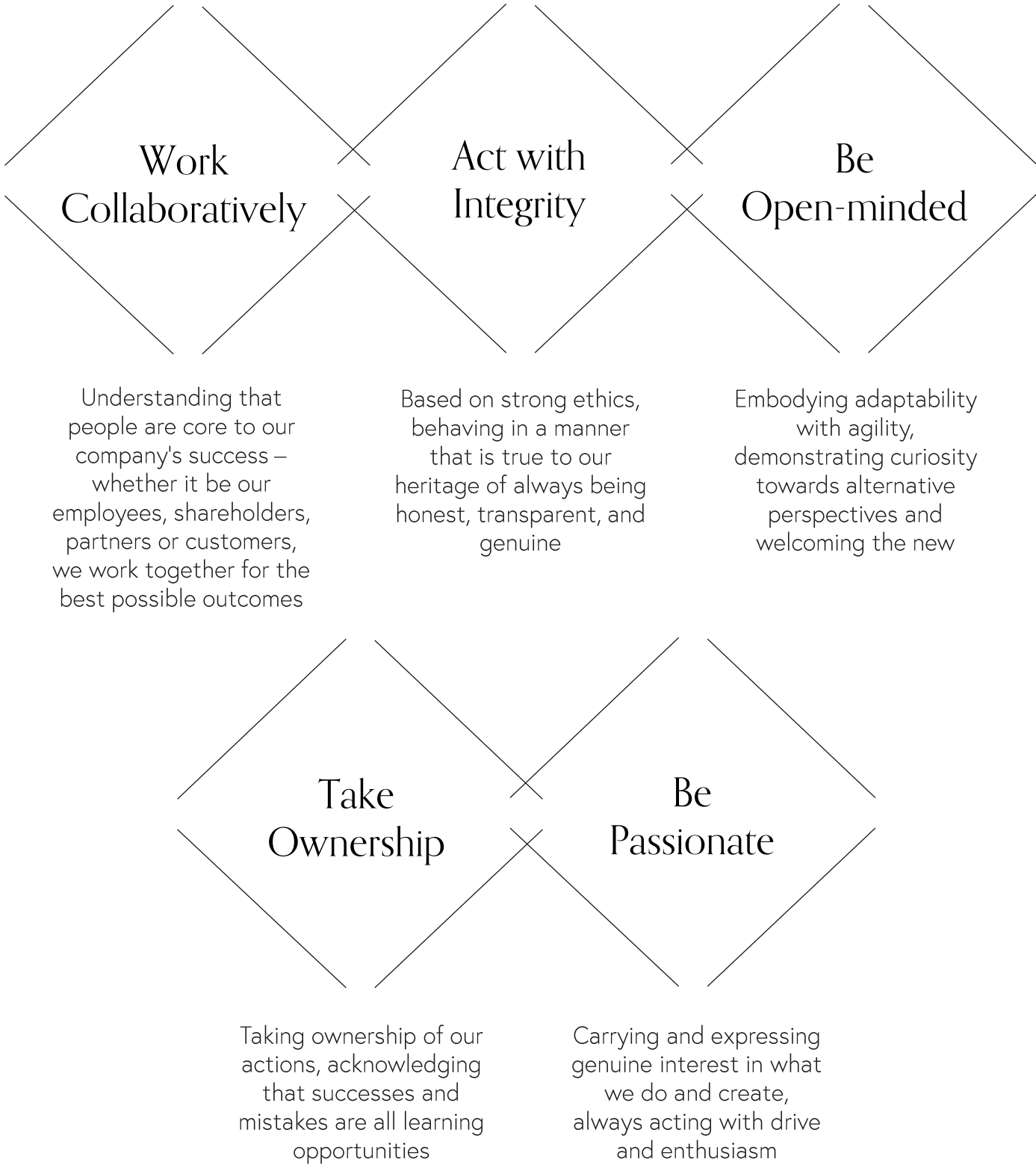
Founded in 1929, the Group's iconic brand "CHOW TAI FOOK" has become an emblem of tradition, celebrated for its bold designs and an unwavering attention to detail. Building upon a rich heritage and a foundation of trust, the Group is not only widely recognised for honouring traditions but also for fostering deep, meaningful connections with a diverse customer base through its exquisite jewellery. The Group's long-standing commitment to innovation and craftsmanship has been integral to its success over time and has become synonymous with excellence, value and authenticity.

As a leading Chinese jeweller, the Group believes in blending contemporary cutting-edge designs with traditional techniques to create jewellery that can be passed down from generation to generation. Every collection is thoughtfully conceived and crafted to reflect the stories of our customers, celebrating the special moments in their lives. Committed to growing alongside our customers, the Group embraces a spirit that aspires to inspire and captivate generations to come, weaving the story of CHOW TAI FOOK into the fabric of their lives.

OUR VISION

To be the leading global
jewellery brand that is a
trusted lifetime partner
for every generation

OUR VALUES



THE MILESTONES THAT DEFINE US

Since our founding in 1929, there have been many milestones that have led Chow Tai Fook Jewellery to our present-day success and where we are today. Let's take a walk down memory lane to discover our legendary journey of bold innovations, masterful craftsmanship, rich history and heritage.

CHOW TAI FOOK JEWELLERY GROUP



1920

1930

1950

1970

1990

2000

2010

2020

THE MILESTONES THAT DEFINE US

1972

Pioneered and launched 999.9
gold jewellery in Hong Kong &
Macau of China, offering
guarantee of purity

CHOW TAI FOOK JEWELLERY GROUP



1920

1930

1950

1970

1990

2000

2010

2020

THE MILESTONES THAT DEFINE US

1973

Acquired Zlotowski's and
became a De Beers' Sightholder



SIGHTHOLDER

OF THE DE BEERS GROUP OF COMPANIES

1920

1930

1950

1970

1990

2000

2010

2020

THE MILESTONES THAT DEFINE US

1988

Established the jewellery
manufacturing factory in
Shunde, China

CHOW TAI FOOK JEWELLERY GROUP



1920

1930

1950

1970

1990

2000

2010

2020

THE MILESTONES THAT DEFINE US

1990

First to introduce
the revolutionary
"Fixed Price" policy

CHOW TAI FOOK JEWELLERY GROUP

• 11 •

1990年11月26日 星期一

周大福珠寶金行

何謂一口價？

相信一般人都會有興趣知道這個問題的真正答案。一般人買珠寶首飾，都有講價的習慣，認為購物能夠講價是個人面子，也是個人優越感，一旦毋須講價，便認為無甚人精味。其實這種錯覺想法，純是心懷使然，因為主要原因是未能澈底明白一口價的真正定義。

- 「一口價」的推行，是為本行常啓動新潮流的創舉，乃專為顧客利益為大前提之一項突破革命性的長遠政策，而非一般藉減價宣傳以層招徠之短期活動。
- 「一口價」宗旨為明碼實價，而一般不負責任者大都屬天價價，意圖以「低折讓」取巧，倘顧客不慎誤價，即招致無形損失。
- 「一口價」是以最低成本加上微薄之利潤作為定價標準而為可再減的實價。
- 「一口價」是「價無虛取，物有所值」的保證，故敢於承諾在七天內可以換取等值貨品或原價收回，以堅定顧客的信心。

本公司歷史悠久，字號老，信譽好，維護消費者應得權益，自然是本公司應盡之責任。
一口價既然有了真正的答案，你們可安心購買，不必顧慮。

迎合九十年代消費者心態
「一口價」確保信心 顧客受惠

周大福珠寶金行有限公司

總行：香港皇后大道中131號第412號
中國分行：香港皇后大道中131號第412號
中國分行：香港皇后大道中131號第412號
中國分行：香港皇后大道中131號第412號

中國分行：九龍彌敦道131號
中國分行：九龍彌敦道131號
中國分行：九龍彌敦道131號
中國分行：九龍彌敦道131號

中國分行：九龍彌敦道131號
中國分行：九龍彌敦道131號
中國分行：九龍彌敦道131號
中國分行：九龍彌敦道131號

1920

1930

1950

1970

1990

2000

2010

2020

THE MILESTONES THAT DEFINE US

2009

Became a Select Diamantaire
of Rio Tinto Diamonds –
an honour that only a few
diamantaires have received



1920

1930

1950

1970

1990

2000

2010

2020

THE MILESTONES THAT DEFINE US

2011

Listed on the Main Board of
The Stock Exchange of Hong
Kong (SEHK stock code: 1929)

CHOW TAI FOOK JEWELLERY GROUP



1920

1930

1950

1970

1990

2000

2010

2020

THE MILESTONES THAT DEFINE US

2016

Became a reference price
member of the Shanghai Gold
Benchmark Price and launched
T·MARK ingredient brand

CHOW TAI FOOK JEWELLERY GROUP



上海黄金交易所
SHANGHAI GOLD EXCHANGE



1920

1930

1950

1970

1990

2000

2010

2020

THE MILESTONES THAT DEFINE US

2022

Became a constituent stock of the
Hang Seng Index and was
included in the MSCI China Index

恒生指數
HANG SENG INDEXES

MSCI

1920

1930

1950

1970

1990

2000

2010

2020

THE MILESTONES THAT DEFINE US

2023

Ranked 7th in the Top 10
Global Powers of Luxury Goods

CHOW TAI FOOK JEWELLERY GROUP

1 — LVMH Moët Hennessy-Louis Vuitton SE

2 — Kering SA

3 ▲ Compagnie Financière Richemont SA

4 ▼ The Estée Lauder Companies Inc.

5 ▼ Chanel Limited

6 ▼ L'Oréal Luxe

7 ▲ Chow Tai Fook Jewellery Group Limited

8 ▼ Hermès International SCA

9 — Rolex SA

10 ▲ PVH Corp.

Global Powers of Luxury Goods 2023, published by Deloitte
Top 10 luxury goods companies by sales, FY2022

1920

1930

1950

1970

1990

2000

2010

2020

THE MILESTONES THAT DEFINE US

2024

Celebrates 95th Anniversary
and embarks on
brand transformation journey

CHOW TAI FOOK JEWELLERY GROUP



WHERE WE ARE
(FY2025 - For the year ended 31 March 2025)

REVENUE

HK\$
MILLION

89,656

OPERATING PROFIT¹

HK\$
MILLION

14,746

PROFIT ATTRIBUTABLE TO SHAREHOLDERS

HK\$
MILLION

5,916

TOTAL EQUITY

HK\$
MILLION

27,393

CHOW TAI FOOK JEWELLERY GROUP

EARNINGS PER SHARE –
BASIC & DILUTED

HK\$

0.59

DIVIDEND PER SHARE FOR THE YEAR²

HK\$

0.52

FULL YEAR DIVIDEND PAYOUT RATIO

87.8%

NET GEARING RATIO³

44.2%
Excluding gold loans
Net cash position

¹ Aggregate of gross profit and other income, less selling and distribution costs and general and administrative expenses
² The proposed final dividend of HK\$0.32 per share is subject to the approval of shareholders at the forthcoming annual general meeting
³ Being the bank borrowings, gold loans, net of bank deposits and cash equivalents, divided by total equity



OUR MANAGEMENT

OUR DIVERSE PROFESSIONAL MANAGEMENT TEAM IS THE CORNERSTONE OF BUILDING BUSINESS RESILIENCE

We believe that good corporate governance promotes transparency, accountability, credibility, as well as the public and shareholders' confidence in the Group.

CHOW TAI FOOK JEWELLERY GROUP



OUR PEOPLE

DEVELOPING TALENTS NOW AND FOR THE FUTURE

Our people are the soul of Chow Tai Fook Jewellery.
We invest ample resources in the growth and development for

25,900+

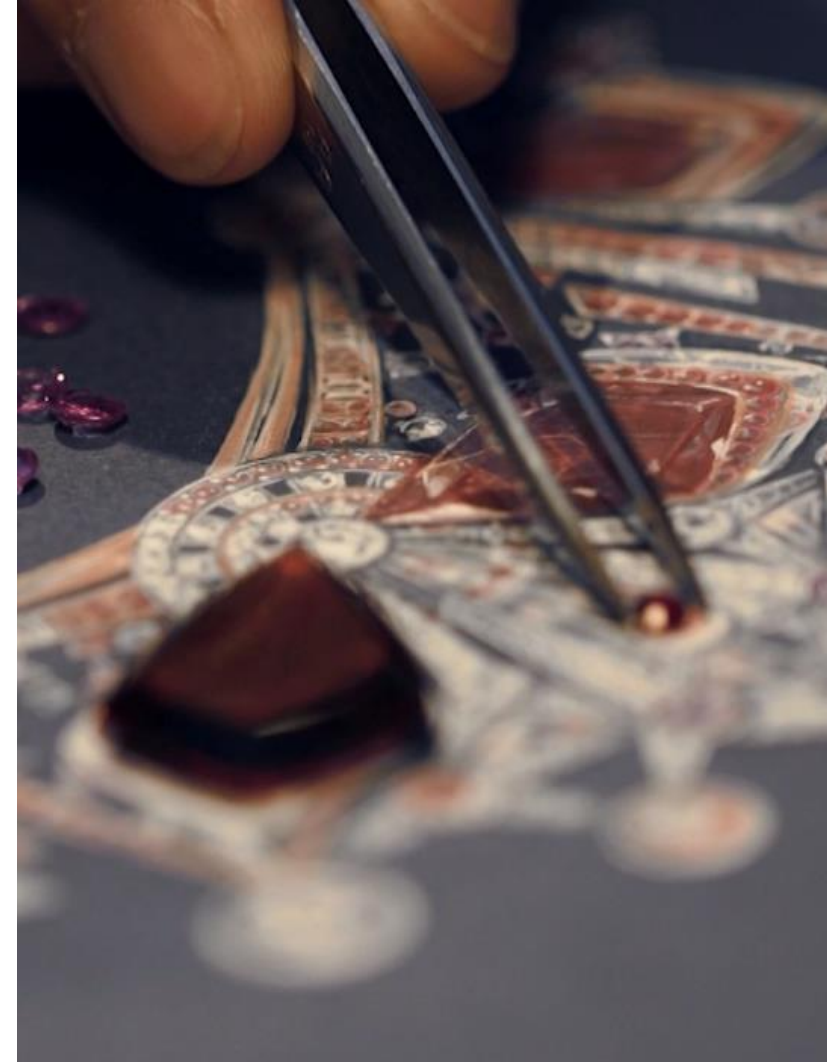
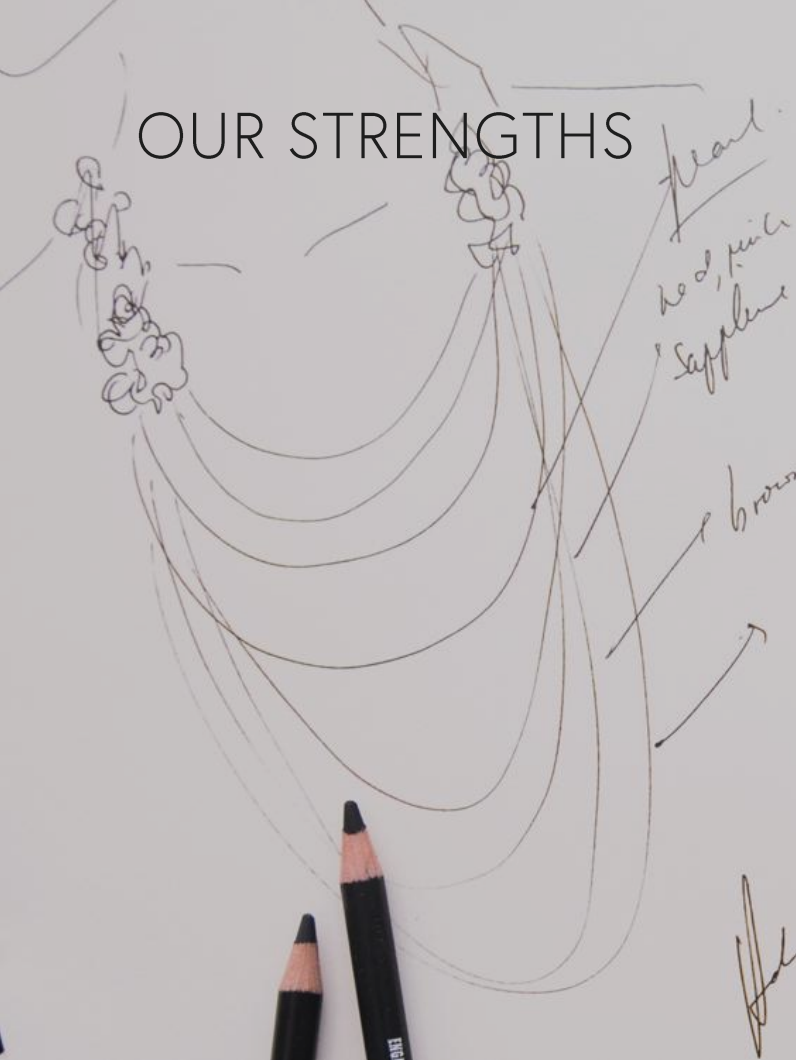
EMPLOYEES

CHOW TAI FOOK JEWELLERY GROUP

As at 31 March 2025



Chow Tai Fook Jewellery
commits to a culture and
a workplace that empowers
people to create impact.



Iconic & Trusted
Brand

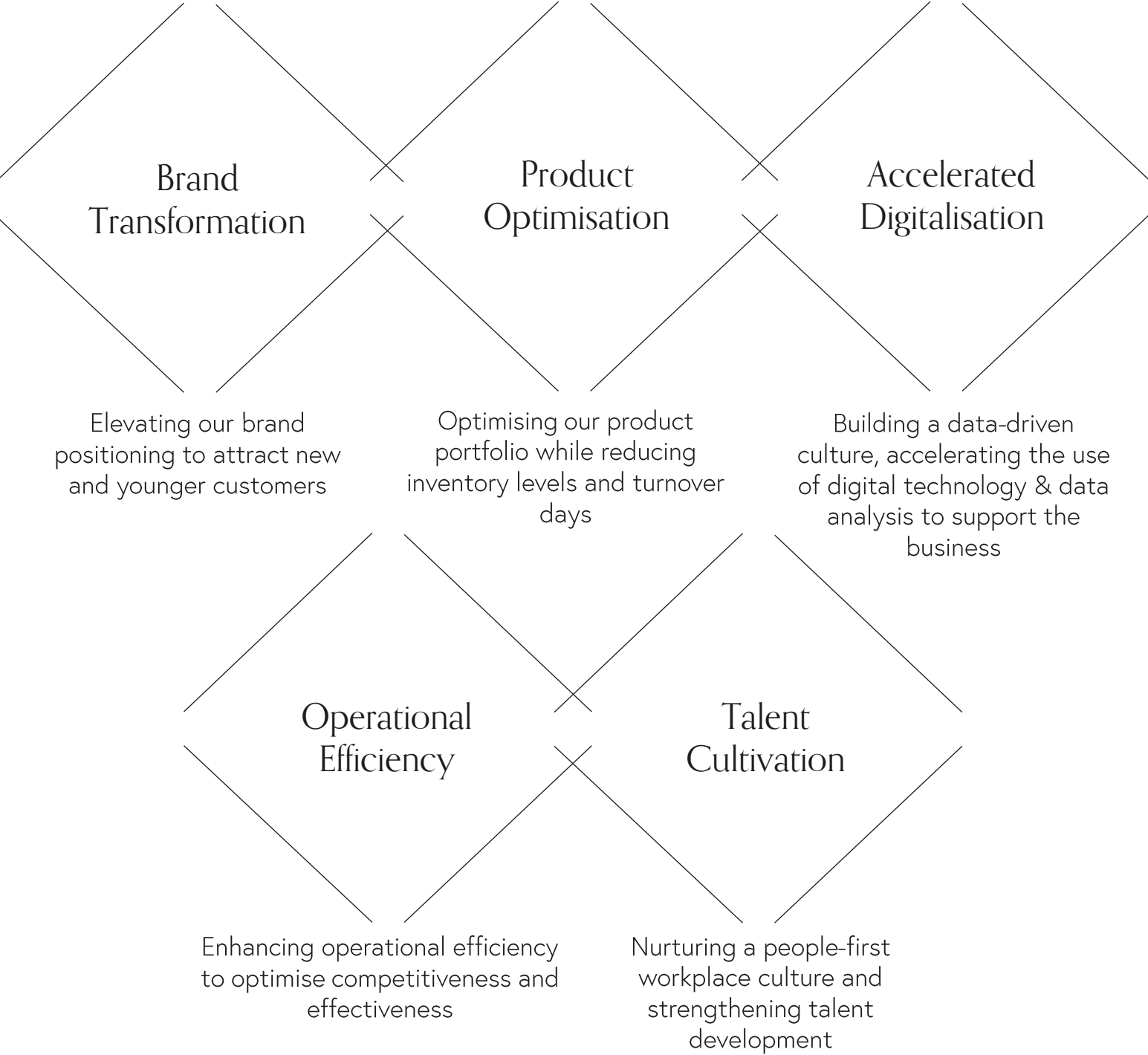
Dedicated &
Effective
Management

Unparalleled
Craft Expertise

Proven Effective
Business Model

Commitment to
Enhanced
Shareholder Returns

OUR STRATEGIES WITH 5 KEY PRIORITIES

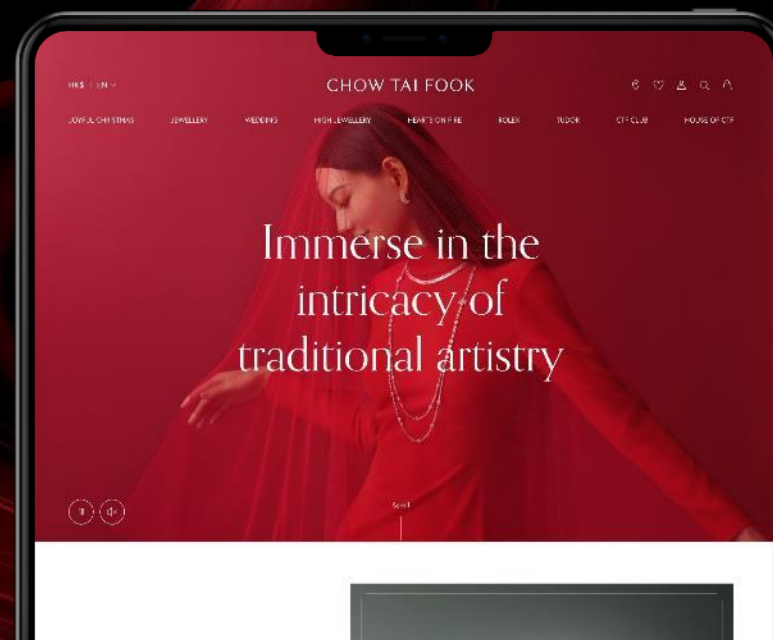
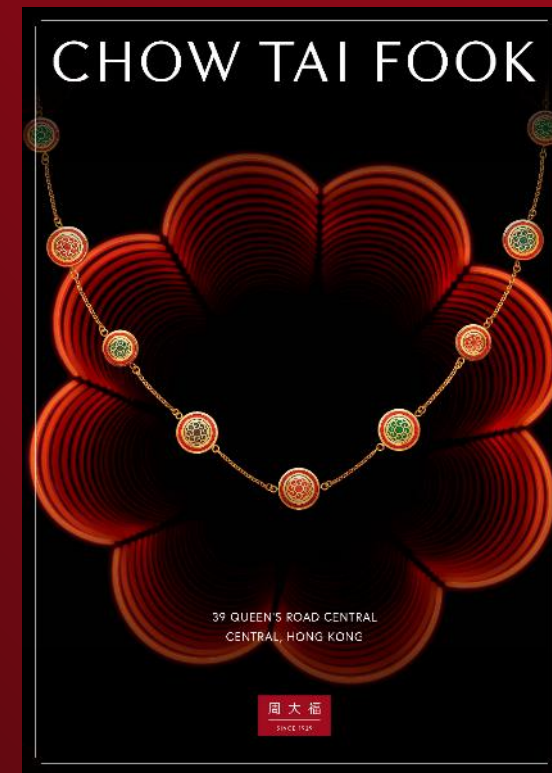
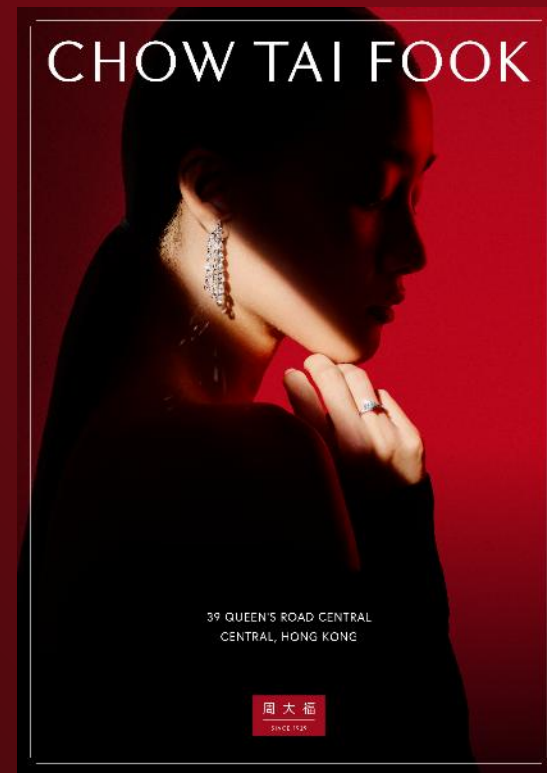


OUR FLAGSHIP BRAND

CHOW TAI FOOK

CHOW TAI FOOK JEWELLERY GROUP





NEW IMAGE STORES



ICONIC COLLECTION

CTF Joie Collection

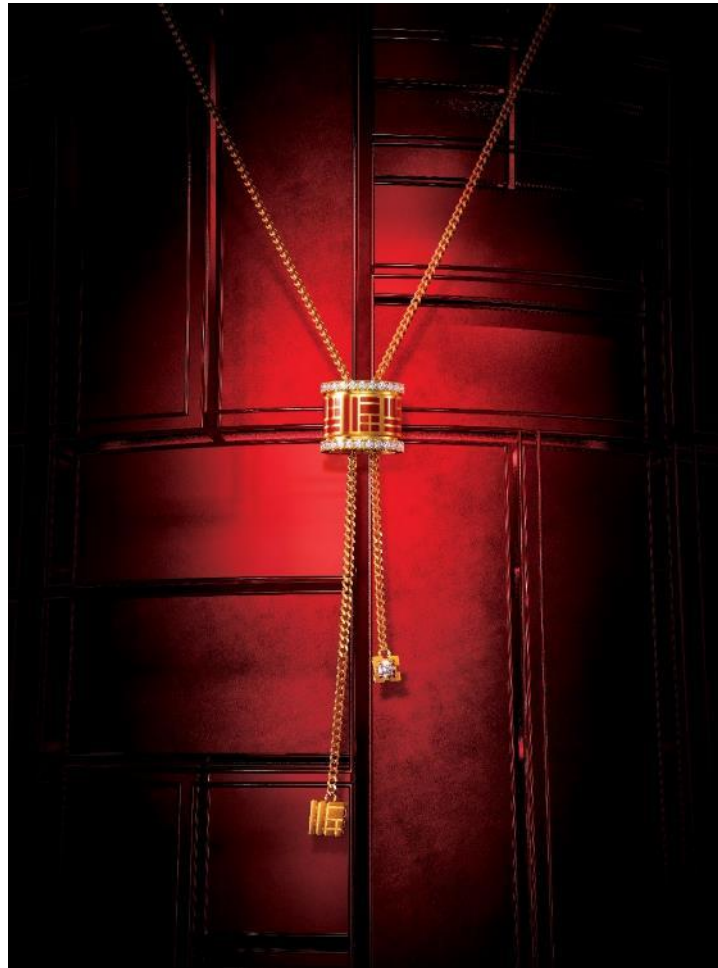


CHOW TAI FOOK JEWELLERY GROUP



ICONIC COLLECTION

CTF Rouge Collection



CHOW TAI FOOK JEWELLERY GROUP



ICONIC COLLECTION

Chow Tai Fook Palace Museum Collection

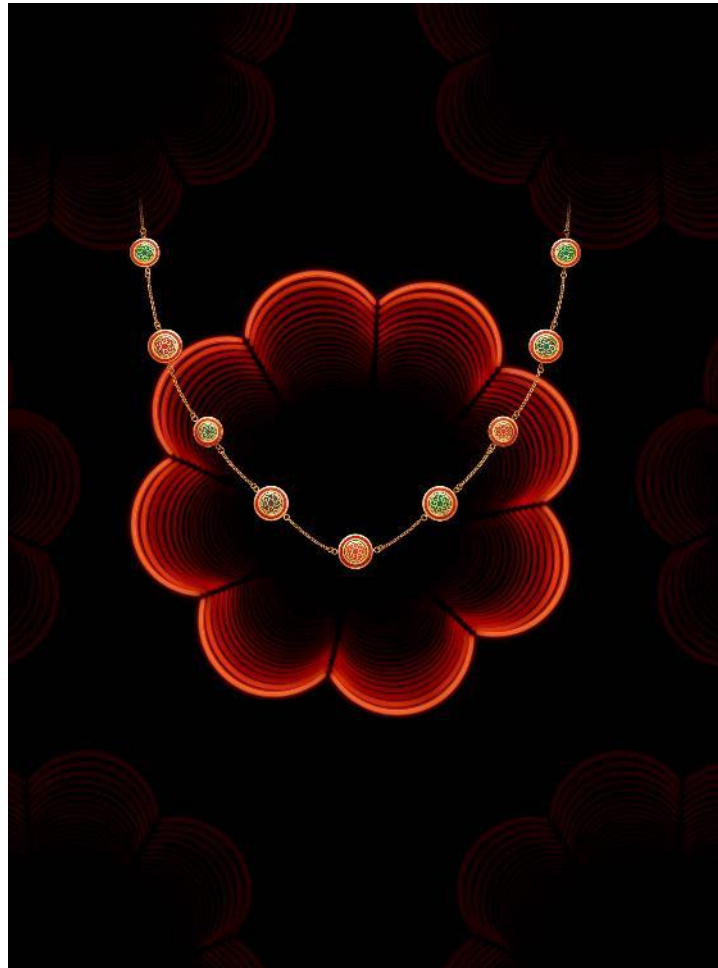


CHOW TAI FOOK JEWELLERY GROUP



ICONIC COLLECTION

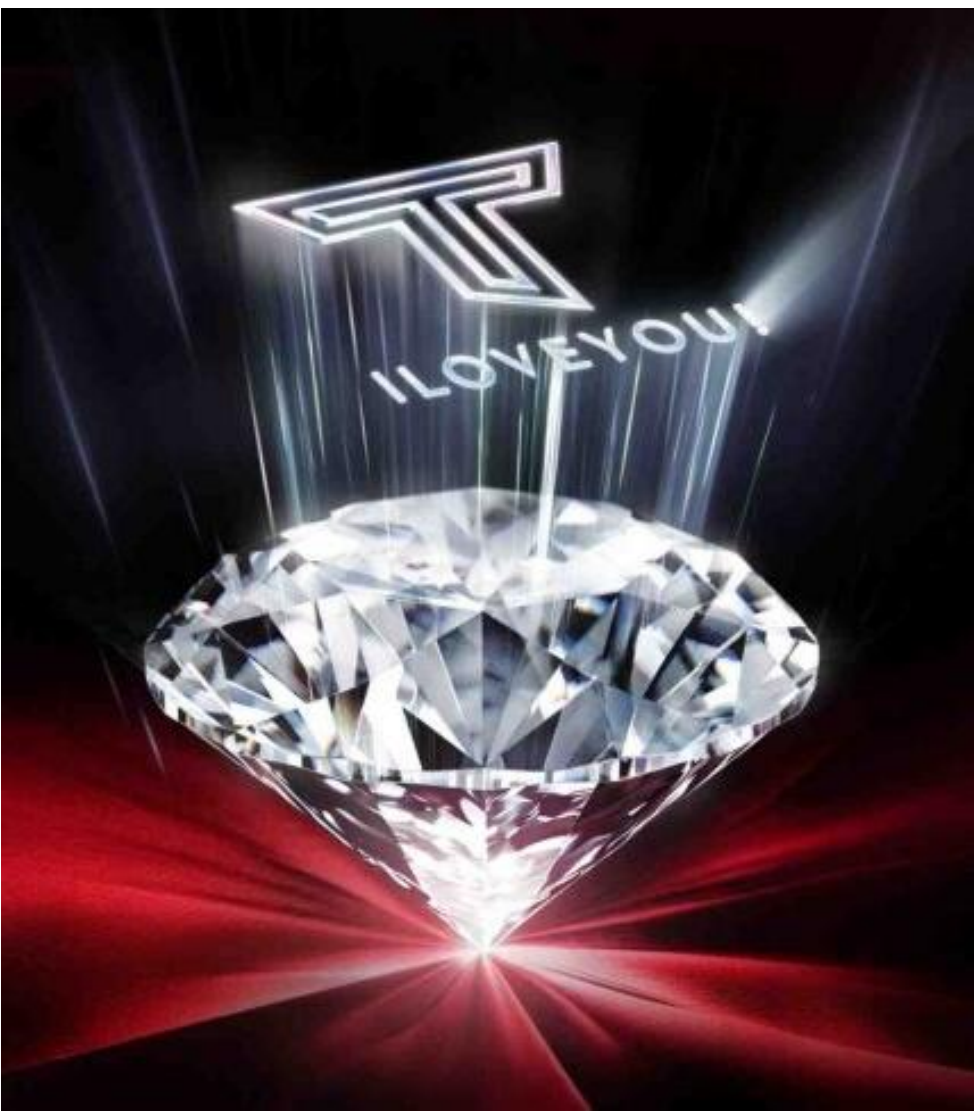
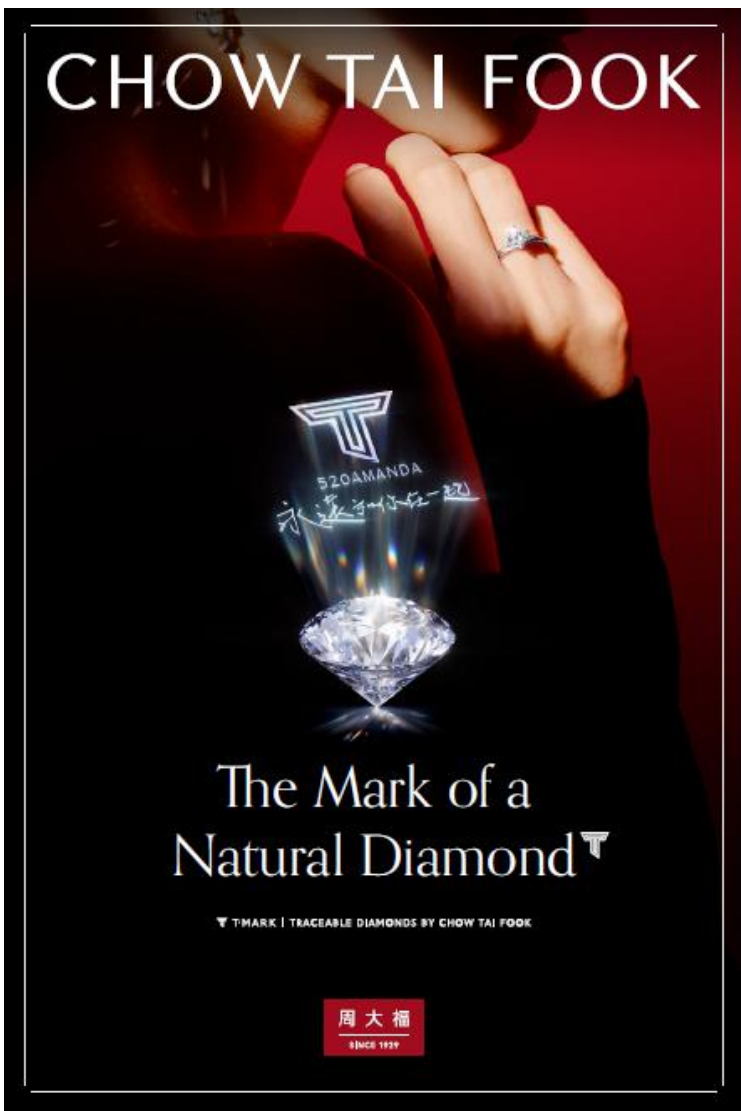
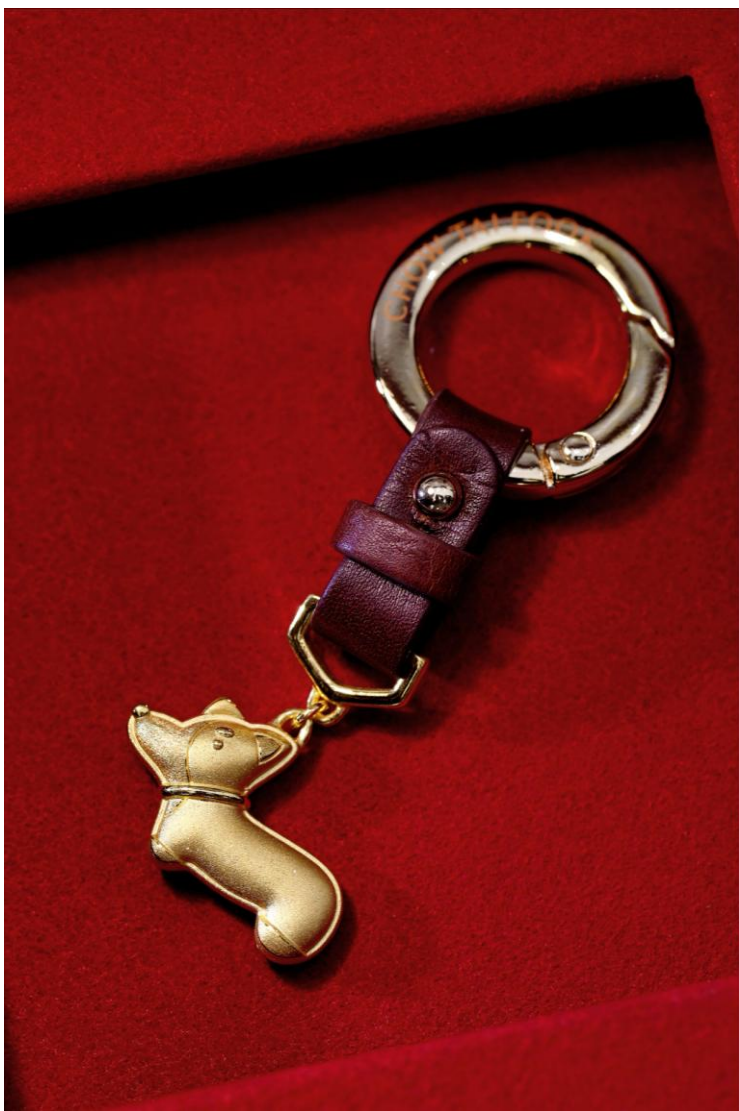
HUÁ Collection



CHOW TAI FOOK JEWELLERY GROUP



PRODUCT INNOVATION



STRATEGIC BRAND COLLABORATIONS



OUR INDIVIDUAL BRANDS

THE GROUP'S DIFFERENTIATION STRATEGY CONTINUES TO MAKE INROADS INTO DIVERSE CUSTOMER SEGMENTS

by catering to a bespoke experience for different lifestyles and personalities, as well as customers' different life stages.

CHOW TAI FOOK JEWELLERY GROUP



HEARTS ON FIRE



MONOLOGUE



ENZO

OUR EXQUISITE CRAFTSMANSHIP

CHOW TAI FOOK MASTER STUDIO

Home to more than 400 skilled craftsmen, among which dozens of them are master artisans with national level certification, each with more than 30 years of jewellery making experience.

Partners with academic institutions such as the Zheng Jing Yi Vocational Technical School in Shunde to provide training to our people in gold craftsmanship, jewellery business management and leadership skills.

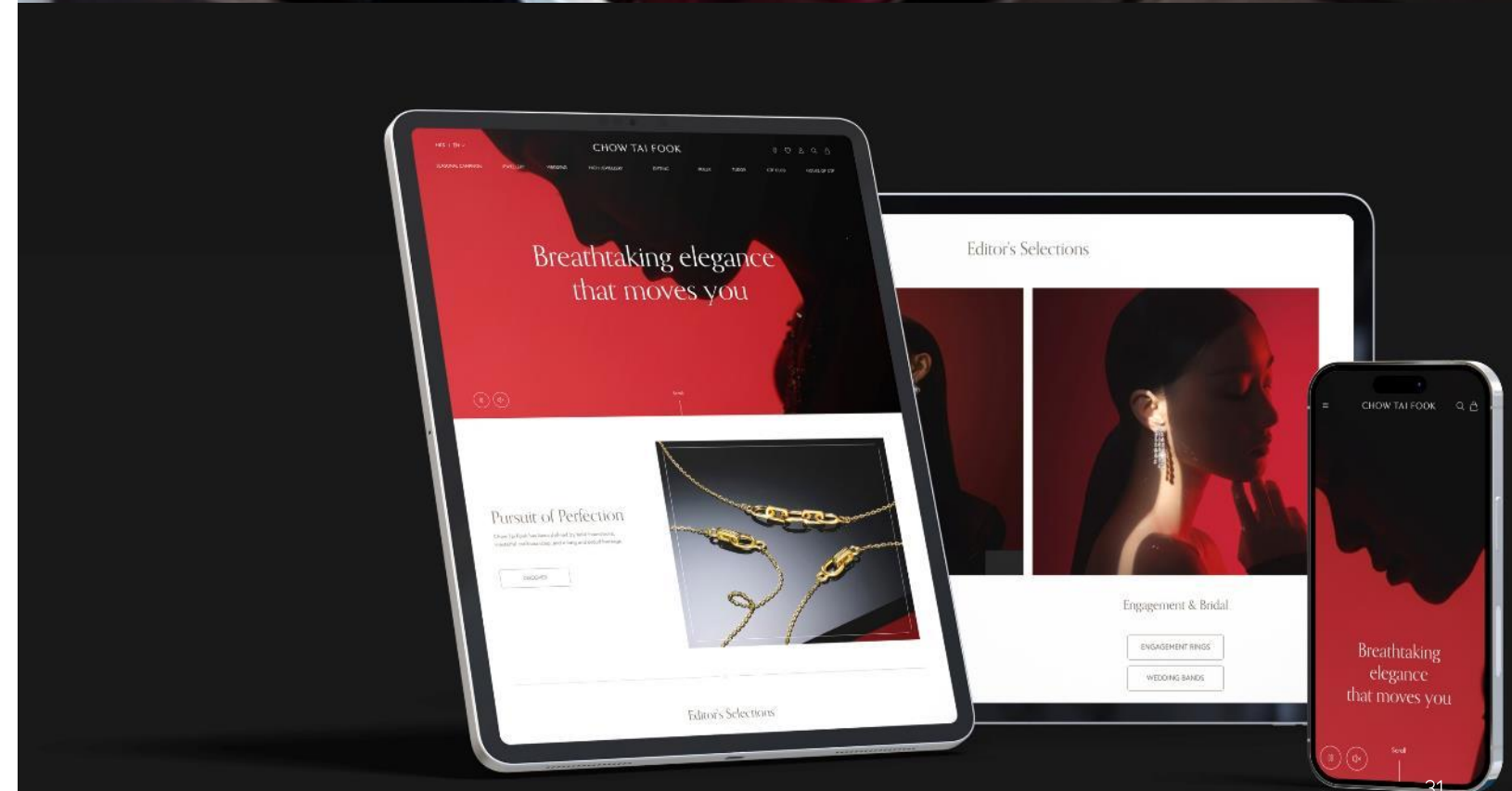
OUR INNOVATION & TECHNOLOGY

SMART MANUFACTURING AND RETAIL

The three production hubs in Shunde, Wuhan and Hong Kong are equipped with highly automated production and logistics systems powered by Industrial 4.0 and IoT.

Chow Tai Fook Jewellery implements effective online-to-offline ("O2O") strategies to succeed in today's omni-channel retail environment.

CHOW TAI FOOK JEWELLERY GROUP



SUSTAINABILITY 2049

Our three core pillars:

ENVIRONMENT | Conserve • Preserve

Through conserving natural resources, preserving natural ecosystems and safeguarding biodiversity we strive to ensure every piece of jewellery we create has a lasting, positive impact on both people and the planet.

PEOPLE | Cultivate • Collaborate

Collaborating with communities, education and cultural institutions and charities worldwide, we celebrate and share the rich heritage of Chinese culture and jewellery craftsmanship with diverse audiences, while nurturing, inspiring and empowering the designers and artisans of tomorrow.

INDUSTRY | Innovate • Advocate

As Chow Tai Fook Jewellery approaches a century of heritage, we are dedicated to setting new standards that lead the industry toward a more sustainable and inclusive future.

CHOW TAI FOOK JEWELLERY GROUP



Chow Tai Fook Jewellery
seeks to lead a
transformation of the
jewellery industry to
shape a sustainable
future for all

SUSTAINABILITY 2049

Highlights of our long-term goals:

Environment | Conserve • Preserve

- Achieve net-zero emission by 2049
- Increase recycled gold content in our product portfolio, and introduce collections made with 100% recycled gold from 2025 onwards
- Strive to reach towards 100% traceability of T-MARK diamonds to their country of origin by 2029

People | Cultivate • Collaborate

- Preserve and cultivate an appreciation of Chinese culture, aiming to reach 15% of the world's population by 2030

Industry | Innovate • Advocate

- Collaborate with industry associations and relevant institutions to develop industry standards for recycled gold jewellery and traceability of gold jewellery



The Group will lead by example in shaping a sustainable transformation of the jewellery industry, pioneering new industry practices while preserving and cultivating an appreciation of Chinese culture

MAJOR AWARDS AND ACCOLADES



Our relentless effort
in demonstrating
stringent and
transparent corporate
governance



MAJOR SUSTAINABILITY RATINGS

S&P Dow Jones
Indices

A Division of **S&P Global**

Member of the S&P Global
“Sustainability Yearbook (China) 2025”

S&P Global

周大福珠宝集团有限公司
零售业

《可持续发展年鉴 (中国版)》
入选企业

中国企业标普全球CSA 2024评分

61/100

评分日期
2025年3月31日

有关详情, 请访问 www.spglobal.com/yearbook-cn

FTSE4Good Developed Index



FTSE4Good

MSCI

ESG RATINGS

A

CCC

B

BB

BBB

A

AA

AAA

Sustainalytics 2025 ESG Top-Rated
Company (Asia Pacific)



Hang Seng Corporate
Sustainability Index
Series Member 2024-2025

Rated



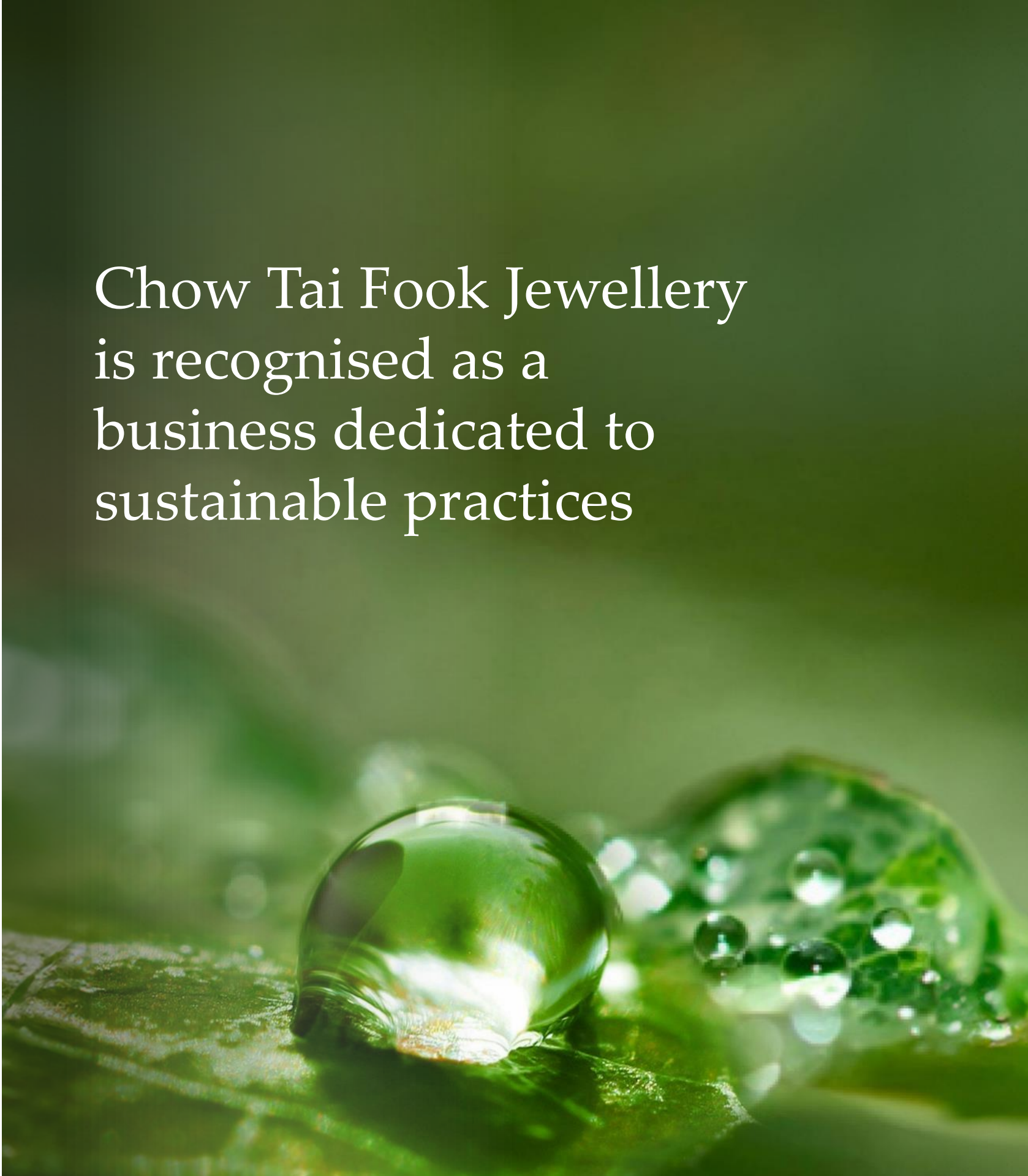
MORNINGSTAR

SUSTAINALYTICS

1

¹ Copyright © Sustainalytics, a Morningstar company. All rights reserved.
Disclaimer: <https://www.Sustainalytics.com/legal-disclaimers>

Chow Tai Fook Jewellery
is recognised as a
business dedicated to
sustainable practices

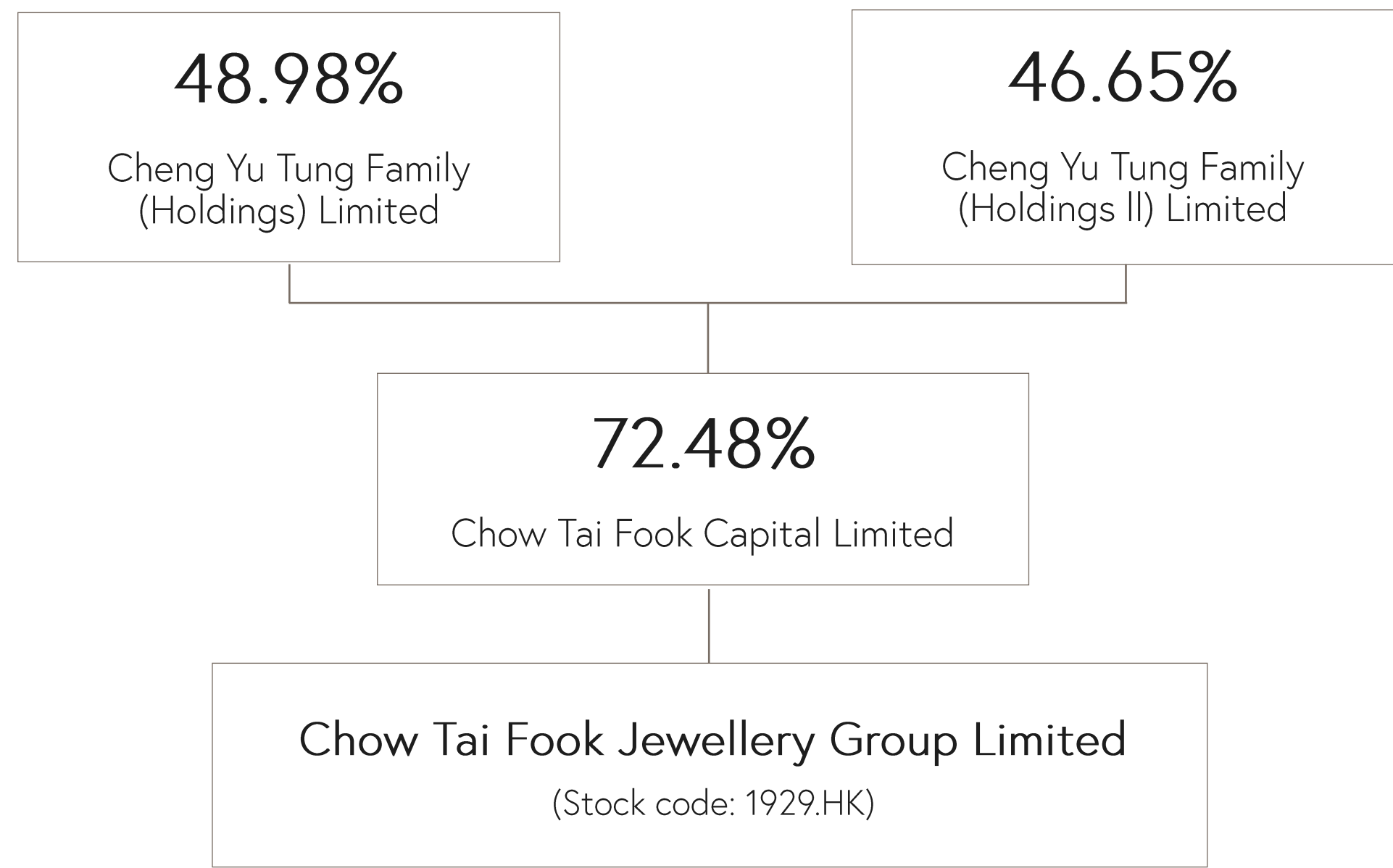




APPENDIX



OUR SHAREHOLDING STRUCTURE



¹ Based on the disclosure of interests of the Company available on the Stock Exchange's website as at 31 March 2025, the public float amounted to not more than approximately 27.3% of the total number of issued shares (excluding treasury shares) in the Company

² Percentages shown are approximate figures

OUR BOARD OF DIRECTORS

Chairman



Cheng Kar-Shun, Henry

Vice-chairmen



Cheng Chi-Heng, Conroy



Cheng Chi-Man, Sonia

Managing Director



Wong Siu-Kee, Kent

Executive Directors



Cheng Kam-Biu, Wilson



Cheng Ping-Hei, Hamilton



Suen Chi-Keung, Peter

Independent Non-executive Directors



Kwong Che-Keung,
Gordon



Lam Kin-Fung,
Jeffrey



Or Ching-Fai,
Raymond



Cheng Ka-Lai,
Lily



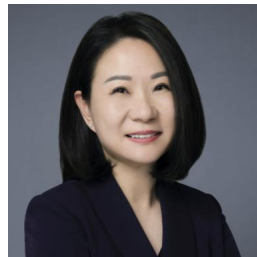
Chia Pun-Kok,
Herbert



Fung Wing-Yee,
Sabrina

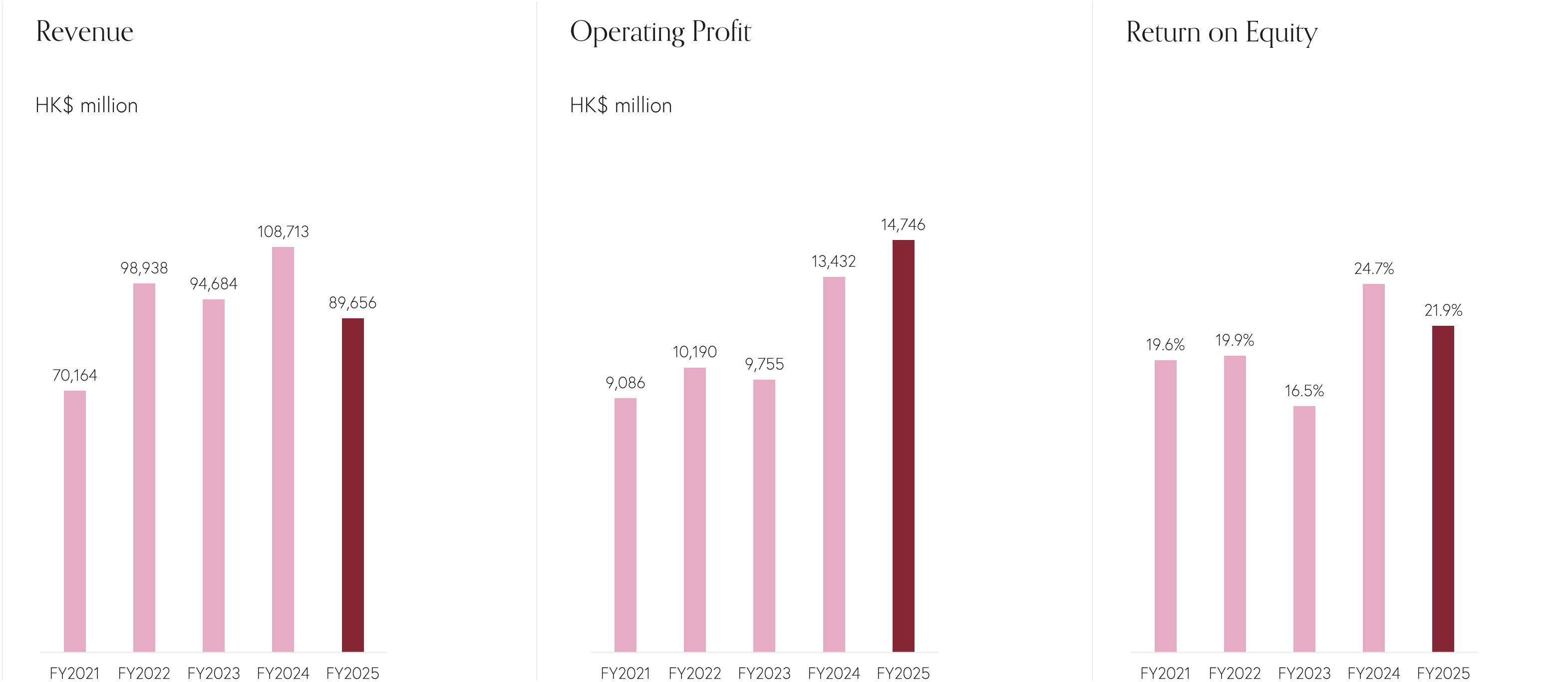


Tang Ying-Cheung,
Eric



Wong Ching-Ying,
Belinda

FIVE YEAR PERFORMANCE SUMMARY



DISCLAIMER

These materials have been prepared by Chow Tai Fook Jewellery Group Limited (the "Company") solely for use at this presentation and are not for public dissemination.

The slides and any other materials used in this presentation are the property of the Company and must be treated as such. The information contained in this presentation is being furnished to you solely for your information and may not be forwarded, published or distributed, directly or indirectly, to any other person (whether within or outside your organisation/firm), in whole or in part, for any purpose and may not be reproduced in any manner whatsoever. Any forwarding, publication, distribution or reproduction of this document in whole or in part is unauthorised.

The information contained in this presentation does not constitute or form part of any offer for sale or subscription of or solicitation or invitation of any offer to buy or subscribe for any securities or other interests of the Company or its holding Company or any of its subsidiaries in any jurisdiction or an inducement to enter into any investment activity, nor shall it or any part of it form the basis of or be relied on in connection with any contracts, commitment or investment decision whatsoever.

This presentation contains forward-looking statements. Such forward-looking statements are based on a number of assumptions about the operations of the Company and other factors, many of which may be beyond the Company's control. By their nature, forward-looking statements involve risks and uncertainties because they relate to events and depend on circumstances that may or may not occur in the future. Accordingly, the Company's actual results may differ materially from those expressed or implied by such forward-looking statements. The Company has no obligation and does not undertake to update or revise any forward-looking statements, whether as a result of new information, future events or otherwise. The information contained in this presentation has been compiled as of the date of this presentation, speaks as of the date of this presentation (or earlier, if so indicated) and will not be updated to reflect material developments which may occur after the date of this presentation, and is subject to change, including substantial changes, without notice.

This presentation may include measures of financial performance which are not a direct measure of financial performance under IFRS, such as "Operating profit". These measures are presented because the Company believes they are useful to evaluate the Company's financial performance as an alternative to any other measure of performance derived in accordance with IFRS. Because they are not IFRS measures, they may not be comparable to similarly titled measures presented by other companies.

The information contained in this presentation has not been independently verified. No representation, warranty, or undertaking express or implied, is made as to, and no reliance should be placed on, the fairness, accuracy, completeness or correctness of any information or opinion contained herein. It is not the intention to provide, and you may not rely on this document as providing, a complete or comprehensive analysis of the Company's financial or trading position or prospects. None of the Company or any of its directors, officers, employees, agents, shareholders, affiliates, subsidiary, advisors or representatives shall be in any way responsible for the contents hereof, or shall be liable (in negligence or otherwise) for any loss howsoever arising from any use of this document or the information contained in this presentation or otherwise arising in connection therewith.

A 3D rendering of a minimalist stage or exhibition space. The scene is dominated by a warm, monochromatic red glow that emanates from the walls and floor, creating a dramatic and intimate atmosphere. In the center of the room, there is a two-tiered, square platform. The platform is dark, possibly black or a very dark red, and its edges are sharply defined. The lighting is soft yet directional, casting gentle shadows and highlighting the geometric forms of the architecture and the platform. The overall composition is clean and modern, with a focus on light and shadow.

THANK YOU