CHOW TAI FOOK JEWELLERY GROUP

2025 ANNUAL RESULTS INVESTORS PRESENTATION



FY2025 HIGHLIGHTS Charting steady progress towards quality earnings

| Revenue | _ | Gross profit margin ¹ | |
|-------------------------------------|----------------|----------------------------------|--------------------|
| HK\$89,656 million | On constant fx | 29.5% | FY2024 24.0% |
| ▼ 17.5% | → 16.8% | | |
| Operating profit ² | | Operating profit margin | |
| HK\$14,746 million | ▲ 9.8% | 16.4% | FY2024 12.4% |
| Profit attributable to shareholders | | Dividend per share for the y | year ³ |
| HK\$5,916 million | ▼ 9.0% | HK\$0.52 | Payout ratio 87.8% |

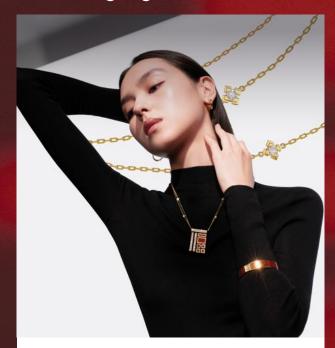
¹ Gold loan impact was reclassified from cost of goods sold ("COGS") to "other gains and losses"

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

³ The proposed final dividend of HK\$0.32 per share is subject to the approval of shareholders at the forthcoming annual general meeting 2

FY2025 KEY ACHIEVEMENTS

Delivering significant milestones in our inaugural year of brand transformation journey



Effective product optimisation strategy with successful new signature collections



Pioneering retail experiences through new image stores delivered higher store productivity and better product mix

Financial resilience

OPM +400 bps

Unveiled "Sustainability 2049" blueprint



The only jewellery company in Asia Pacific being recognised

BRAND TRANSFORMATION – PRODUCT OPTIMISATION Differentiated signature products that resonate with and appeal to target customers



BRAND TRANSFORMATION – NEW IMAGE STORES Enhanced retail experience boosted store productivity









BRAND TRANSFORMATION – CONTINUING OUR JOURNEY An exciting and promising year ahead



Rollout of new image stores underway



Unveiling differentiated signature products and strategic brand collaborations

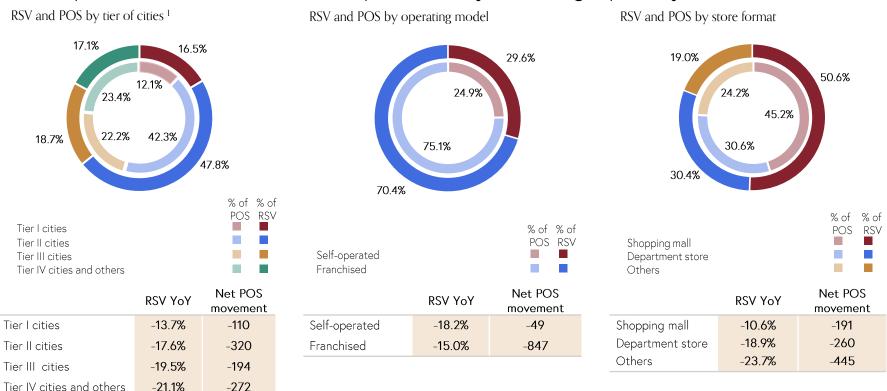


High Jewellery Collection launch

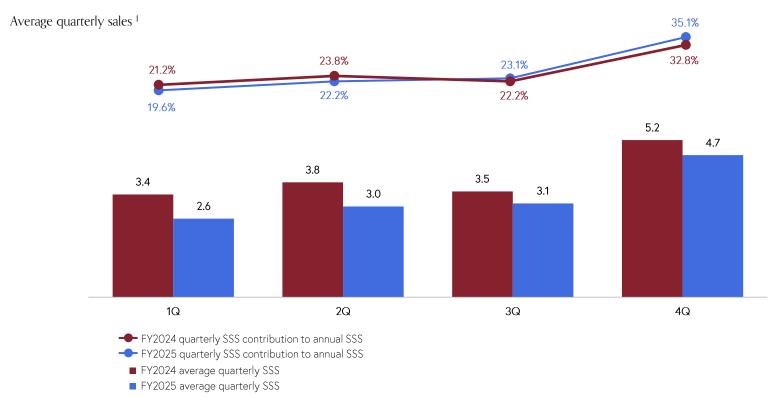
BUSINESS UPDATE



MAINLAND CHINA – CHOW TAI FOOK JEWELLERY POS POS optimisation to elevate store productivity a strategic priority

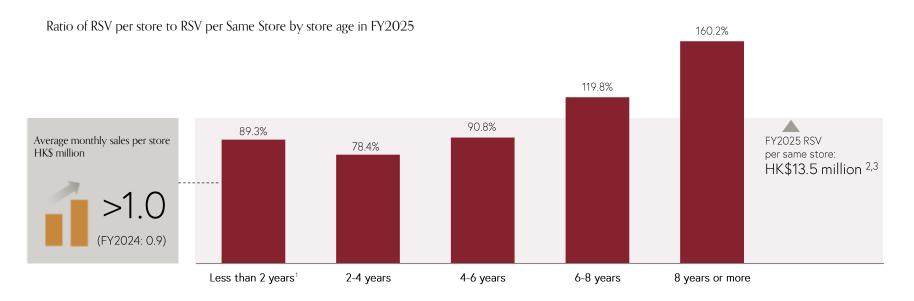


MAINLAND CHINA – CHOW TAI FOOK JEWELLERY POS Store productivity enhancement mitigated effect of store closures



¹ Self-operated and franchised POS included for same store calculation; FY2024 data on FY2025 same store basis

MAINLAND CHINA – CHOW TAI FOOK JEWELLERY POS Enhanced performance in newly opened stores



| POS opening date | 4/2023-3/2025 | 4/2021-3/2023 | 4/2019-3/2021 | 4/2017-3/2019 | 3/2017 or before | Total |
|------------------|---------------|---------------|---------------|---------------|------------------|--------|
| POS | 759 | 2,358 | 1,150 | 636 | 1,371 | 6,274 |
| % of POS | 12.1% | 37.6% | 18.3% | 10.1% | 21.9% | 100.0% |

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

² Value-added tax ("VAT") included

³ Self-operated and franchised POS included for same store calculation

MAINLAND CHINA – E-COMMERCE BUSINESS Robust performance fuelled by improved customer engagement

Digital customer engagement

- Significant RSV growth driven by the establishment of in-house livestreaming studio and enhanced social media promotions
- Created viral bestsellers across multiple social media platforms, leveraging our own livestreaming studio and Key Opinion Sales ("KOS")



RSV

3.6%

Contribution to respective RSV

5.8%

Contribution to respective retail sales volume

13.8%

Average selling price

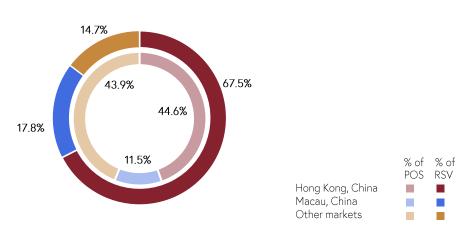
HK\$2,500

FY2024

HK\$2,080

HONG KONG & MACAU OF CHINA AND OTHER MARKETS Maintaining agility key to navigating the fast-evolving business landscape

RSV and POS by geography



| | RSV YoY | Net POS movement |
|------------------|---------|------------------|
| Hong Kong, China | -19.6% | +2 |
| Macau, China | -35.6% | -1 |
| Other markets | -32.0% | +1 |

Hong Kong and Macau

Retail network

- Maintained 87 CHOW TAI FOOK JEWELLERY POS as of 31 Mar
- Continue to monitor business developments to capture opportunities while ensuring margin resilience

F-commerce business

 Online RSV grew by approximately 91% in Hong Kong and Macau in FY2025, driven by the positive customers' reception on our revamped brand website and successful launch of key IP collections

OTHER MARKETS – CHOW TAI FOOK JEWELLERY POS (EXCLUDING CHINA DUTY FREE) Embarking on a dynamic phase of international growth

FY2025 highlights

RSV

→ 9.4%

Number of POS

48

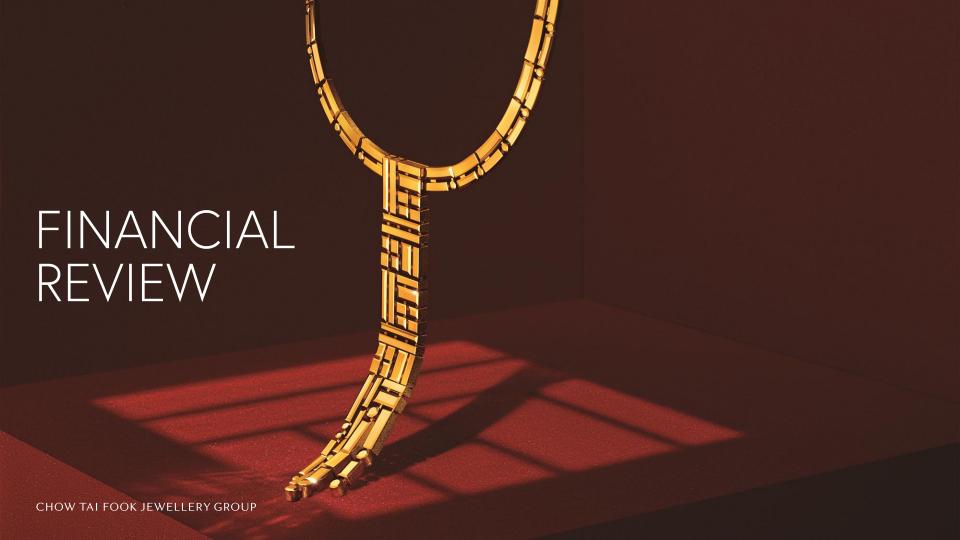
(FY2025: +3 POS)

Revitalising key existing markets

- Upgrading and relocating stores to enhance retail experience
 - New image stores to be unveiled in Singapore and Canada in FY2026
 - > Broader upgrade of stores underway
- Optimising merchandising and focusing on high-value customers to enhance store productivity
- Cultivating talent to drive retail excellence

Expanding in new high-potential territories

 Expanding in high-growth markets and prime locations. Initially targeting Southeast Asia and potentially growing beyond Asia



FY2025 INCOME STATEMENT HIGHLIGHTS

Profitability and margin resilience a testament to success of our transformation

| Revenue HK\$89,656 million | Revenue YoY on constant fx — 16.8% | | |
|---------------------------------------------|-------------------------------------|-----------------|--|
| Gross profit HK\$26,455 million 1.6% | Gross profit margin 29.5% | FY2024 24.0% | |
| SG&A HK\$12,491 million 			 6.1% | SG&A Ratio 13.9% | FY2024 12.2% | |
| Operating profit HK\$14,746 million • 9.8% | Operating profit margin | FY2024 12.4% | |

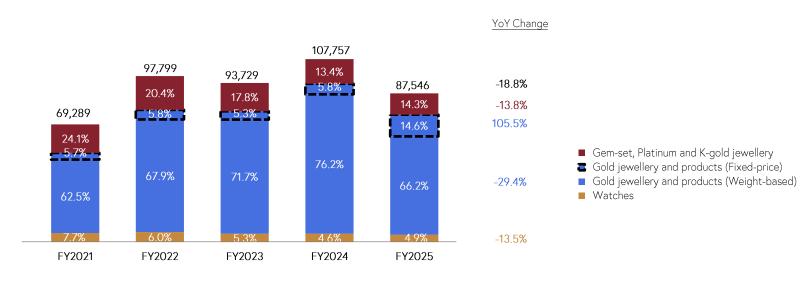
REVENUE BREAKDOWN – REPORTABLE SEGMENT (HK\$M)



| (HK\$m) | 1H2O25 | 2H2O25 | FY2025 | 1H2O25/ 1H2O24 Change | 2H2O25/ 2H2O24 Change | FY2025/ FY2024 Change |
|----------------------------------------------|--------|--------|--------|-----------------------------|-----------------------------|-----------------------------|
| Mainland China | 33,031 | 41,524 | 74,556 | -18.8% | -15.3% | -16.9% |
| Hong Kong & Macau of China and other markets | 6,377 | 8,724 | 15,101 | -27.9% | -14.2% | -20.6% |
| Overall | 39,408 | 50,248 | 89,656 | -20.4% | -15.1% | -17.5% |

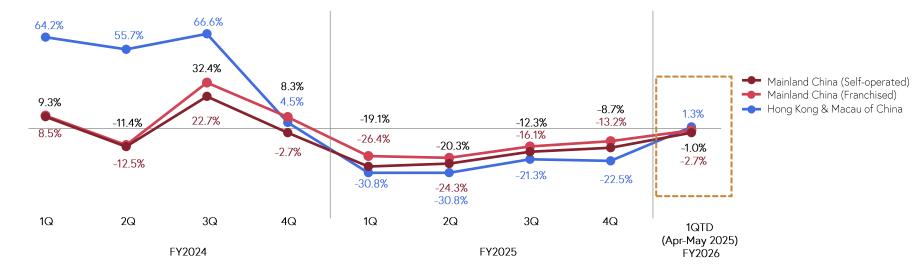
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REVENUE BREAKDOWN – PRODUCT (HK\$M) [EXCLUDING JEWELLERY TRADING AND SERVICE INCOME FROM FRANCHISEES]



| % of revenue | 1H2O24 | 2H2O24 | 1H2O25 | 2H2O25 |
|--------------------------------------------|--------|--------|--------|--------|
| Gem-set, Platinum and K-gold jewellery | 14.7% | 12.4% | 14.9% | 13.8% |
| Gold jewellery and products (Fixed-price) | 4.4% | 7.0% | 12.0% | 16.7% |
| Gold jewellery and products (Weight-based) | 75.7% | 76.5% | 67.4% | 65.3% |
| Watches | 5.2% | 4.1% | 5.7% | 4.2% |

SAME STORE SALES GROWTH ("SSSG") – KEY MARKETS Sustained QoQ improvement led by brand transformation



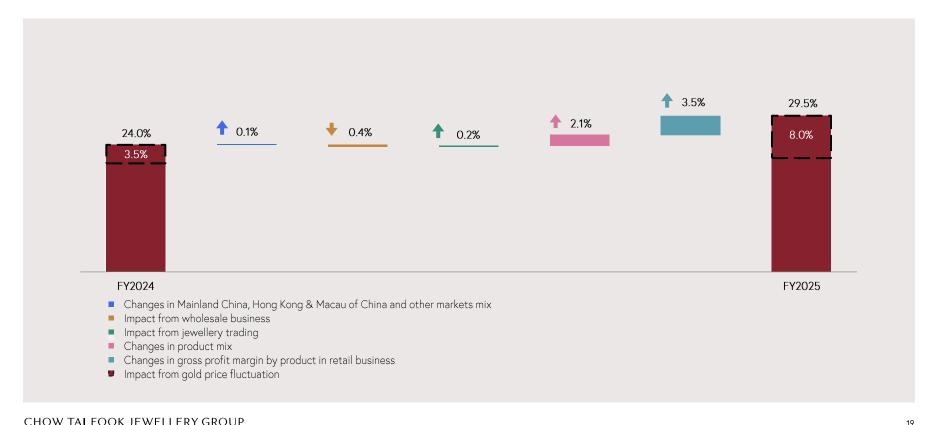
| Mainland China (Self- operated) (FY2025) | SSSG | SSS volume growth | SS ASP ¹ |
|---------------------------------------------|--------|----------------------|------------------------|
| Overall | -19.4% | -30.1% | N/A |
| Gem-set, Platinum and K-gold jewellery | -22.9% | -33.4% | HK\$9,700 ² |
| Gold jewellery and products | -19.6% | -29.6% | HK\$6,300 |

| Hong Kong & Macau of China (FY2025) | SSSG | SSS volume growth | SS ASP ¹ |
|-------------------------------------------|--------|----------------------|-------------------------|
| Overall | -26.1% | -34.2% | N/A |
| Gem-set, Platinum and K-gold jewellery | -3.5% | -13.1% | HK\$16,500 ² |
| Gold jewellery and products | -32.9% | -38.4% | HK\$8,900 |

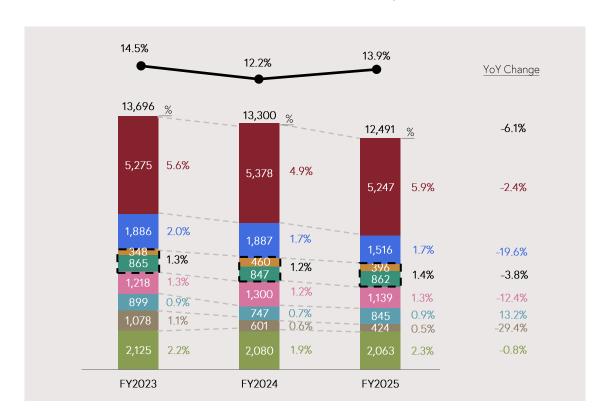
¹ ASP = Average selling price

² Gem-set jewellery ASP

FY2025 MOVEMENTS IN GROSS PROFIT MARGIN Margin improvement driven by product mix enhancement and higher gold prices

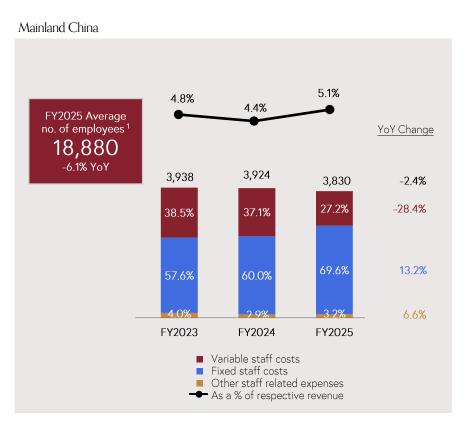


SG&A ANALYSIS (HK\$M) Effective and disciplined cost management

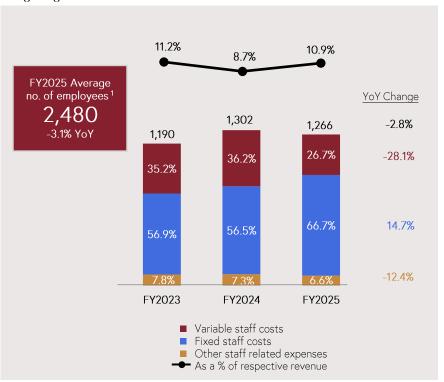


- Staff costs and related expenses
- Concessionaire fees
- Rental expenses
- Depreciation and amortisation (Right-of-use assets, "ROUA")
- Depreciation and amortisation (Property, plant and equipment)
- Advertising and promotion expenses
- Packaging materials
- Other SG&A
- → As a % of revenue

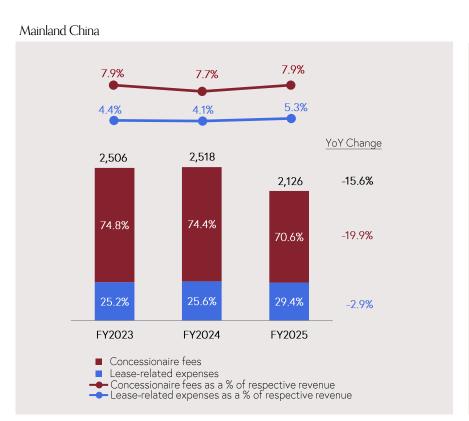
SG&A – STAFF COSTS AND RELATED EXPENSES (HK\$M)



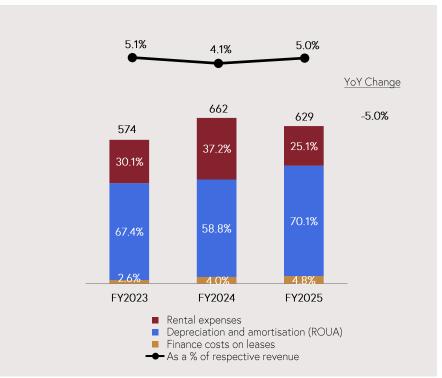
Hong Kong & Macau of China



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







OPERATING PROFIT AND PROFITABILITY ANALYSIS Resilient operating margin across reportable segments

Operating profit by reportable segment (HK\$m)



Profitability - Mainland China



Profitability - Hong Kong & Macau of China and other markets



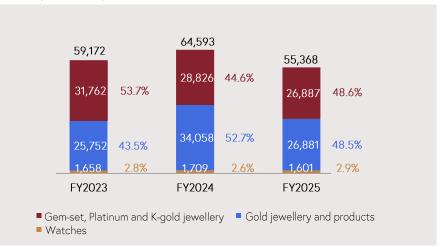
PROFIT BEFORE TAXATION

| For the year ended 31 March (HK\$m) | FY2024 | FY2025 | YoY Change |
|-------------------------------------|---------|---------|---------------|
| Operating profit | 13,432 | 14,746 | 1,314 |
| Other gains and losses | (4,088) | (6,275) | (2,188) |
| - Fair value change of gold loan | (3,757) | (6,180) | (2,423) |
| - Net Fx gain / (loss) | (289) | (5) | 284 |
| - Others | (41) | (90) | (49) |
| Other expenses | (74) | (54) | 21 |
| Share of losses of associates | (20) | (20) | - |
| Interest income | 183 | 114 | (70) |
| Finance costs | (705) | (593) | 112 |
| Profit before taxation | 8,728 | 7,917 | (811) |

| Major Movement |
|------------------------------------------------------------------------------------------------------------------|
| Fair value change on gold loan |
| FY2025 Net loss HK\$6,180m: - Net loss on settled loans: HK\$4,641m - Net loss on unsettled loans: HK\$1,539m |
| FY2024 Net loss HK\$3,757m: - Net loss on settled loans: HK\$1,977m - Net gain on unsettled loans: HK\$1,780m |

INVENTORY AND CAPITAL EXPENDITURE (HK\$M) Enhanced capital efficiency due to prudent inventory and capex management

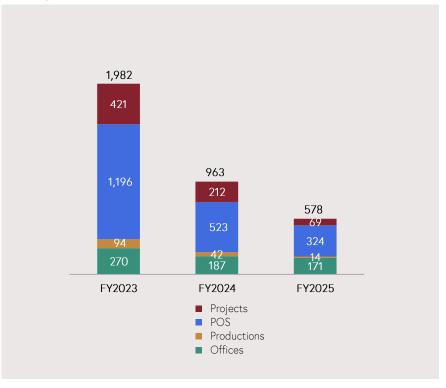
Inventory balances by product ¹



| Inventory turnover period by category ² (day) | FY2023 | FY2024 | FY2025 |
|----------------------------------------------------------|--------|--------|--------|
| Finished goods | 225 | 221 | 236 |
| Raw materials | 75 | 65 | 84 |
| Overall | 300 | 286 | 320 |

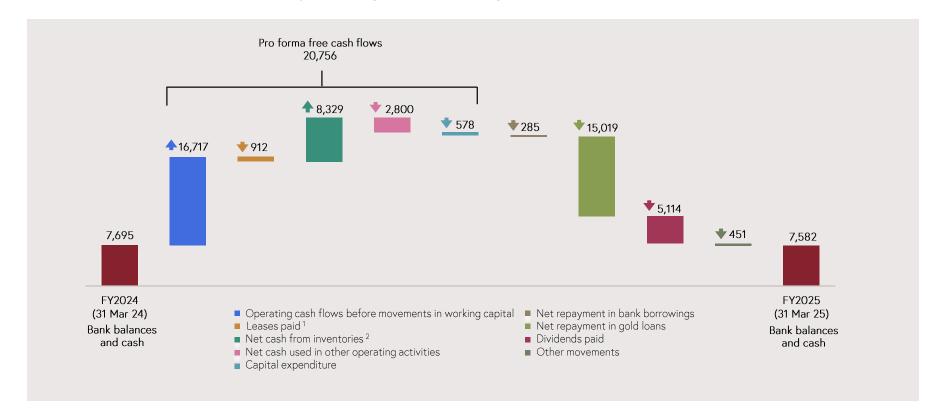
¹ Packaging materials excluded

Capex by function



 $^{^2}$ Inventory turnover period = Closing inventory balances (excluding packaging materials) / cost of goods sold x $365\,\mathrm{or}\,366$

SUMMARY – MOVEMENTS IN CASH FLOWS (HK\$M) Track record of consistently strong cash flow generation



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

² Net cash from inventories excluded net drawdown/repayment of gold loans

CAPITAL STRUCTURE HIGHLIGHTS Effective capital management for financial stability and maximising shareholder return

Bank deposits and cash equivalents ¹

HK\$7,582

million

As at 31 Mar 24 HK\$7,695 million

Total Equity

HK\$27,393

million

As at 31 Mar 24 HK\$26,746 million

Bank borrowings

HK\$3,825

million

As at 31 Mar 24 HK\$4,136 million

Net gearing ratio ²

44.2%

As at 31 Mar 24 78.2%

Excluding gold loans

Net cash position

Gold loans

HK\$15,867

million

As at 31 Mar 24 HK\$24,488 million

Hedging ratio

55.4%

As at 31 Mar 24 69 1%

¹ Bank balances and cash and short-term bank deposits included

² Aggregate of bank borrowings, gold loans, net of bank deposits and cash equivalents, divided by total equity

FY2025 RETURN ON EQUITY Resilient profitability sustained shareholders' return



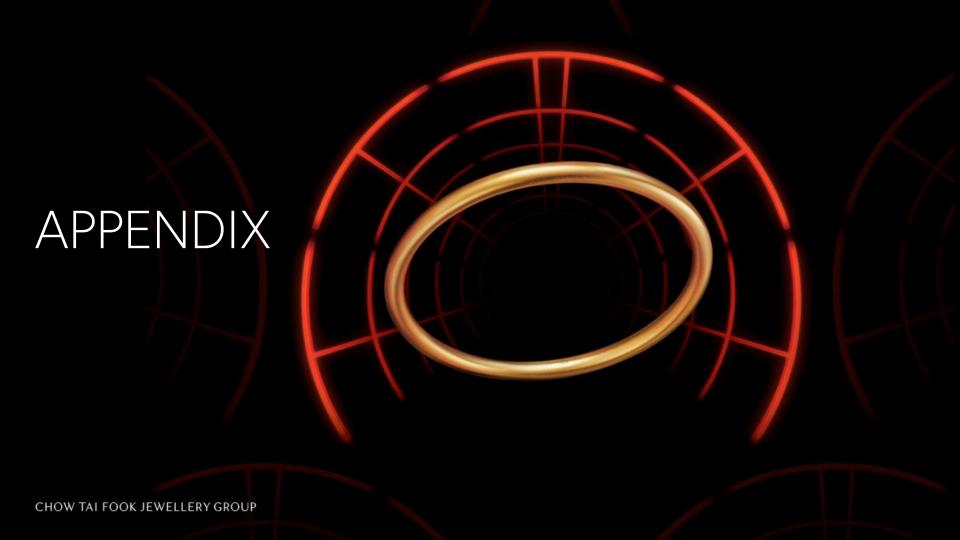
MARKET OUTLOOK



MARKET OUTLOOK FY2026 – A year for quality growth

- Encouraged by the continued progress in our brand transformation strategy and the positive impact on our financial and operational performance in FY2025 and in FY2026 to date
- In FY2026, our strategic initiatives, together with the relatively lower comparables, shall continue to support our business fundamentals and recovery trajectory
- Amidst the external volatilities and uncertainties, we are closely
 examining government policies and initiatives to boost consumption,
 tracking gold price movements and assessing the operating landscape in
 countries earmarked for international expansion to inform business
 decisions
- Continue to rigorously uphold financial discipline in cost and capital management to achieve high earnings quality
- Maintain unwavering commitment to brand transformation to sharpen the Group's competitiveness, bolster long-term growth prospects and increase total shareholder returns sustainably



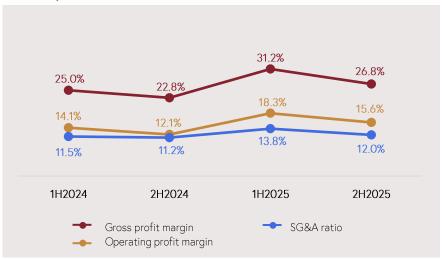


APPENDIX I – INCOME STATEMENT SUMMARY

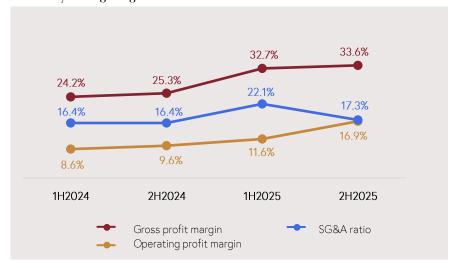
| For the year ended 31 March (HK\$m) | 2023 | 2024 | 2025 | YoY Change |
|---------------------------------------------------------------------------------|----------|----------|-----------------------|------------|
| Revenue | 94,684 | 108,713 | 89,656 | -17.5% |
| Gross profit | 22,718 | 26,042 | 26,455 | 1.6% |
| Gross profit margin | 24.0% | 24.0% | 29.5% | 5.5% pts |
| Selling and distribution costs and general and administrative expenses ("SG&A") | 13,696 | 13,300 | 12,491 | -6.1% |
| SG&A to revenue ratio | 14.5% | 12.2% | 13.9% | 1.7% pts |
| Operating profit | 9,755 | 13,432 | 14,746 | 9.8% |
| Operating profit margin | 10.3% | 12.4% | 16.4% | 4.0% pts |
| Profit before taxation | 7,447 | 8,728 | 7,917 | -9.3% |
| Profit attributable to shareholders | 5,384 | 6,499 | 5,916 | -9.0% |
| Earnings per share – Basic and Diluted | HK\$0.54 | HK\$0.65 | HK\$0.59 | -8.9% |
| Full year dividend per share | HK\$0.50 | HK\$0.55 | HK\$0.52 ¹ | N/A |
| Special dividend per share | HK\$0.72 | = | - | N/A |

APPENDIX II - PROFITABILITY ANALYSIS - 1H/2H

Profitability - Mainland China



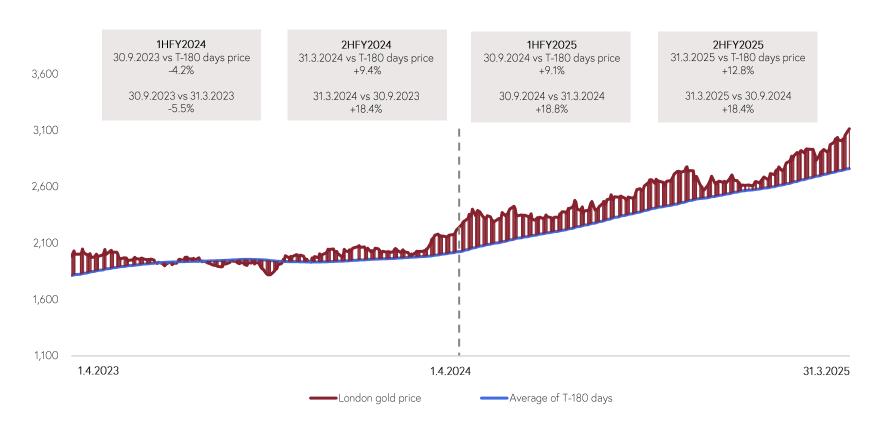
| Profitability - | Hong Kong & Ma | acau of China and | Lother markets |
|-----------------|----------------|--------------------|-----------------|
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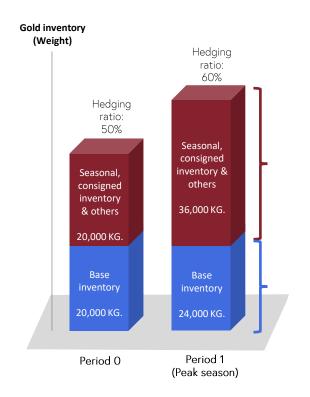
| % of revenue | 1H2O25 | 2H2O25 |
|----------------------------------------|--------|--------|
| Gem-set, Platinum and K-gold jewellery | 14.0% | 12.1% |
| Gold jewellery and products | 80.6% | 83.9% |
| Watches | 5.4% | 4.0% |

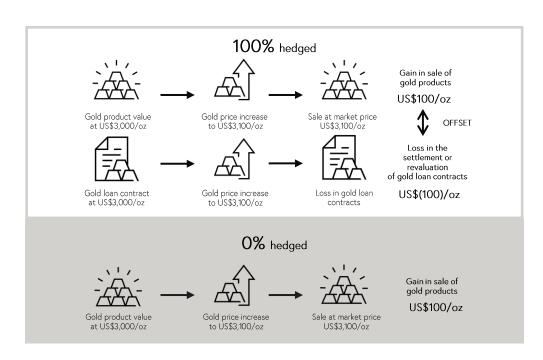
| % of revenue | 1H2O25 | 2H2O25 |
|----------------------------------------|--------|--------|
| Gem-set, Platinum and K-gold jewellery | 19.6% | 22.5% |
| Gold jewellery and products | 72.8% | 72.0% |
| Watches | 7.6% | 5.5% |

APPENDIX III – LONDON GOLD PRICE (US\$ PER OUNCE)



APPENDIX IV – ILLUSTRATION OF HEDGING MECHANISM

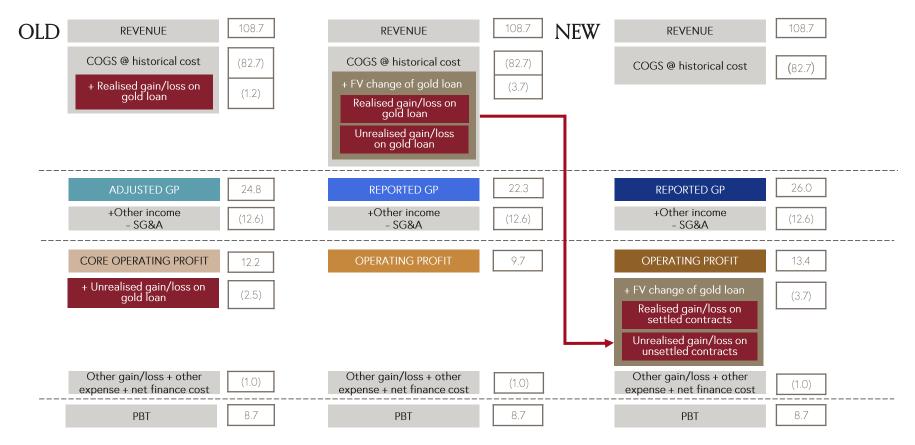




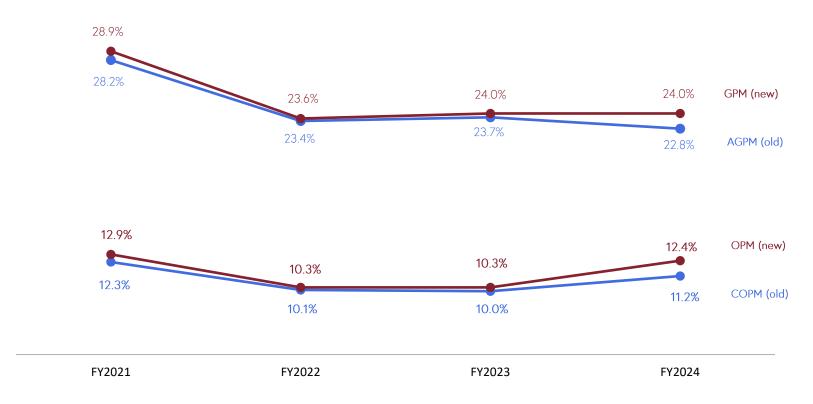
APPENDIX IV – ILLUSTRATION OF THE FAIR VALUE GAIN/LOSS ON GOLD LOANS



APPENDIX V - RECLASSIFICATION OF GOLD LOAN P/L IMPACT - FY2024 (HK\$ billion)



APPENDIX VI – RECLASSIFICATION OF GOLD LOAN IMPACT Underlying trend is similar before and after the reclassification



APPENDIX VII – PRODUCT INNOVATION AND STRATEGIC BRAND COLLABORATIONS TO ENHANCE BRAND DESIRABILITY



APPENDIX VIII – OUR SUSTAINABILITY Sustainability 2049



O PEOPLE

☐ Cultivate · Collaborate





Circularity

Procure precious metals from recycled sources

- Increase recycled gold content in product portfolio
- Introduce collections made with 100% Recycled Gold from 2025 onward



Traceability

Ensure traceability of raw materials from known, responsible sources

- Aim towards 100%
 T•MARK Diamonds
 Traceable to country of origin by 2029
- Aim towards 100% Precious Metals and Gemstones Traceable to origin by 2030

Low-impact Operations

Reduce environmental impacts and emissions in operations and value chain

- Achieve Net-zero Emission by 2049, reduce emissions by 50% by 2030
- Reduce usage intensity of harmful substances in jewellery production
- Reduce Environmental Impact of Packaging Materials by 50% by 2030

Chinese Culture

Preserve and cultivate an appreciation of Chinese culture among audiences of all background and generations

• Promote Chinese culture (Towards 15% world population by 2030)

Future Talents

Nurture and develop NEXT-GEN talents to realise their creative potential

Well-being for All

Ensure protection of human rights in value chain

- Ensure 100% protection of human rights in raw material value chain
- Enhance family wellbeing of employees and those in the broader communities



Recycled and Traceable Gold Jewellery Standards

Develop an industry standard for recycled gold jewellery and for gold jewellery traceability to known and responsible sources



Clean Jewellery

Develop a clean jewellery production standard

Key Programmes

- MONOLOGUE 100% Recycled Gold Collection
- CTF 100% Recycled Gold Collection
- T•MARK traceability
- Newly sourced
 T•MARK diamond an
 gemstones traceable
 to country
- Green Office Guid
- Replace, adjust process reduce use of harmful substances
- Customer packaging reduction programmer
- More environmenta friendly packaging

- BJ and HK Palace Museum Partnerships
- CUHK Ancient Gold Craftsmanship Research and Education
- CTF Jewellery International Talent Platform
 - - Family Well-being Index, family friendly project, internal and community family well-being programmes
- Industry standard for recycled gold jewellery
- · Industry standard for traceable gold jewellery
- Industry standard for reduced use of harmfu substances in jeweller production

APPENDIX VIII – OUR SUSTAINABILITY FY2025 HIGHLIGHTS



Circularity

- · Launched MONOLOGUE 100% recycled gold products to champion circularity
- Expanded number of stores offering gold buyback services; planned to enhance gold value-added exchange programme

Traceability

- All newly sourced T・MARK Diamonds ≥ 0.08 ct traceable to the country of origin since April 2025
- •179 suppliers screened under OECD-aligned due diligence against, with no highrisk findings to date

Low-Impact Operations

- Scope 1 & 2 GHG emissions, water use and production waste intensities down by 18%, 37% and 41% respectively vs FY2019
- Rolled out Green Office Guide to promote an environmentally conscious culture
- Replaced 2 carcinogens from key production steps and began waste-acid-reuse trials
- · Expanded packaging opt-out option
- Pledged to the Packaging Reduction Charter launched by the Environmental Protection Department to drive sustainable packaging



Chinese Culture

- Embarked on separate partnerships with the Palace Museum in Beijing and Hong Kong, reaching >486,000 people with educational workshops and exhibitions
- Debuted Chow Tai Fook Palace Museum Collection, bridging traditional craftsmanship and contemporary design

Future Talents

• Reached >4,600 young talents through Internship, education activities and visits

Well-being for All

• Benefited 1,610 people from our family well-being activities across Hong Kong and Mainland China



Recycled and Traceable Gold

- Research and information collection in preparation for recycled gold industry standard
- Committed to higher recycled-gold content and set up dedicated production lines for precise tracking

Clean Production

• Completed a production-chemicals baseline audit – first steps toward a clean-production standard

APPENDIX VIII – OUR SUSTAINABILITY Reporting principles and 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

Constituent of Hang Seng Corporate Sustainability Index Series



MSCI ESG Rating



Constituent of FTSE4Good Developed Index



FTSE4Good

CDP Climate Assessment 2024 – B CDP Water Security Assessment 2024 – B-



Constituent of Dow Jones Best-in-class World Index & Dow Jones Best-in-class Asia Pacific Index

Member of

Dow Jones Sustainability Indices

Powered by the S&P Global CSA

Member of Sustainalytics 2025 ESG Top-Rated Company (Asia Pacific)



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

S&P Global

OSBP Global 202

周大福珠宝集团有限公司



中国企业标普全球CSA 2024评分

APPENDIX IX – HURUN CHINESE LUXURY CONSUMER SURVEY Top 10 favourable jewellery brands of high-net-worth individuals

| 2020 | 2021 | 2022 | 2023 | 2024 |
|--------------------|--------------------|--------------------|--------------------|--------------------|
| Bulgari | Bulgari | Bulgari | Bulgari | Bulgari |
| Cartier | Cartier | Cartier | Cartier | Cartier |
| Van Cleef & Arpels |
| Tiffany & Co. |
| Chanel | Chanel | Chanel | Chow Tai Fook | Chow Tai Fook |
| Chaumet | Chaumet | Chow Tai Fook | Chanel | Chanel |
| Piaget | Chow Tai Fook | Piaget | Boucheron | Boucheron |
| Chow Tai Fook | Harry Winston | Chaumet | Piaget | Piaget |
| Montblanc | Montblanc | Harry Winston | Chaumet | De Beers |
| Harry Winston | Piaget | Chopard | Laopu Gold | Laopu Gold |

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