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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

POSITIVE PROFIT ALERT

This announcement is made by the Company pursuant to Part XIVA of the Securities and Futures Ordinance and Rule 13.09 (2)(a) of the Listing Rules.

The Board wishes to inform Shareholders and potential investors that the Group expects the profit attributable to Shareholders to increase significantly for the six months ended 30 September 2013 as compared to that of the corresponding period in the last year.

Shareholders and potential investors are advised to exercise caution when dealing in the shares of the Company.

This announcement is made by Chow Tai Fook Jewellery Group Limited (the “Company” and together with its subsidiaries, the “Group”) pursuant to Part XIVA of the Securities and Futures Ordinance and Rule 13.09 (2)(a) of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited (the “Listing Rules”).

The board of directors (the “Board”) of the Company wishes to inform the shareholders of the Company (the “Shareholders”) and potential investors that the Group expects the profit attributable to Shareholders to increase significantly for the six months ended 30 September 2013 as compared to that of the corresponding period in the last year. The Board considers that this is principally attributable to (i) the increase in revenue brought by the strong sales of gold products; and (ii) the reduced effect of the unrealised hedging loss on gold loans recorded for the six months ended 30 September 2013 as compared to that of the corresponding period in the last year.

As the Company is in the process of preparing the interim results of the Group for the six months ended 30 September 2013, the information contained in this announcement is only based on the preliminary review of the Company’s management accounts which have not been reviewed or audited by auditors of the Company.

Shareholders and potential investors should exercise caution when dealing in the shares of the Company.

By order of the Board
Chow Tai Fook Jewellery Group Limited
Cheng Kar-Shun, Henry
Chairman

Hong Kong, 29 October 2013

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