

Hong Kong Exchanges and Clearing Limited and The Stock Exchange of Hong Kong Limited take no responsibility for the contents of this announcement, make no representation as to its accuracy or completeness and expressly disclaim any liability whatsoever for any loss howsoever arising from or in reliance upon the whole or any part of the contents of this announcement.

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

THE UNAUDITED KEY OPERATIONAL DATA FOR THE THREE MONTHS ENDED 31 DECEMBER 2021

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 December 2021 (the “Third Quarter”, or the “Quarter”). The unaudited key operational data in this announcement should be read in conjunction with the Company’s interim report 2021/2022.

KEY OPERATIONAL DATA

For the three months ended 31 December 2021

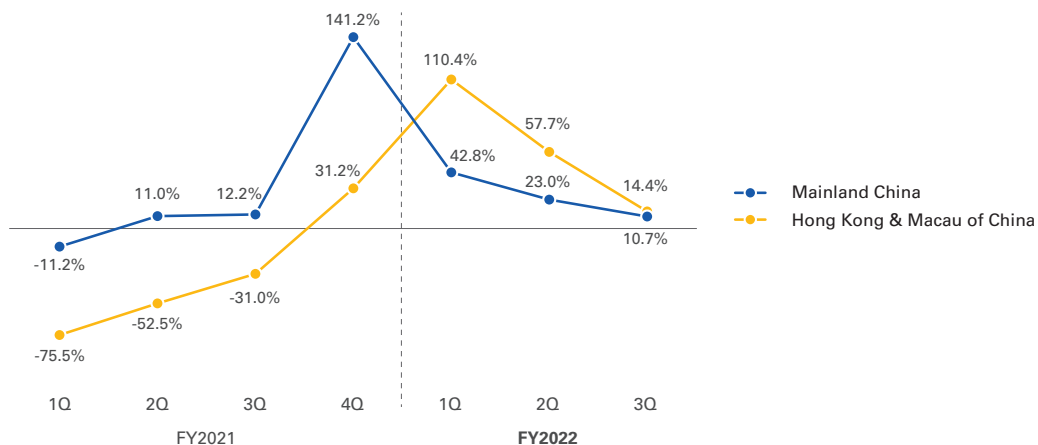
(% change compared to the same period last year)

	Group	
	Mainland China	Hong Kong & Macau of China and other markets
Retail Sales Value ⁽¹⁾ (“RSV”) growth	+31.1%	
RSV growth	+38.8%	–8.7%
Contribution to Group RSV	88.8%	11.2%
	Mainland China	Hong Kong & Macau of China
Same Store Sales ⁽²⁾ (“SSS”) growth	+10.7%	+14.4%
SSS volume growth	+9.5%	+61.0%
SSSG by product		
— Gem-set, Platinum and K-gold jewellery	–8.9%	–19.4%
— Gold jewellery and products	+23.3%	+46.9%

⁽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 Third Quarter is the RSV from the self-operated POS of CHOW TAI FOOK JEWELLERY existing as at 31 December 2021 and which have been opened prior to 1 April 2020. RSV from franchised POS and other channels are not included.

Same Store Sales Growth

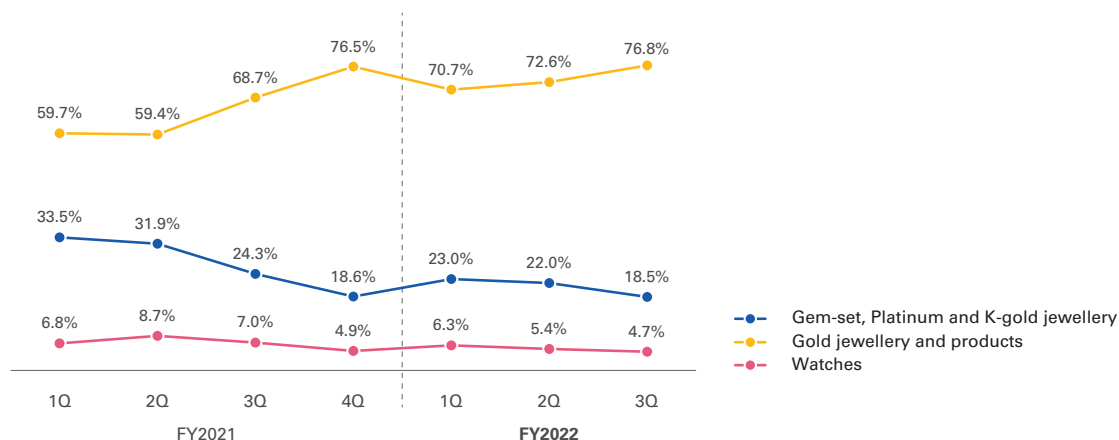


- During the Third Quarter, both Mainland China (the “Mainland”) and Hong Kong and Macau continued with a positive SSSG trend. SSSG of the Mainland was 10.7% in the Quarter. In Hong Kong and Macau, business continued to improve with a SSSG of 14.4%, thanks to a stable local consumption in Hong Kong and a recovering tourist spending in Macau. Hong Kong’s SSSG was 9.9% in the Quarter whereas Macau’s SSSG was 27.9%.
- In the Mainland, SSS of gem-set, platinum and k-gold jewellery category declined by 8.9%, yet its RSV increased 6.0% during the Quarter, thanks to a healthy contribution from new openings. SSS of gem-set, platinum and k-gold jewellery category in Hong Kong and Macau dropped by 19.4% during the Quarter due to a tougher comparison base as more promotional campaigns were launched the same period last year. Same Store Average Selling Price (“ASP”) trend of gem-set jewellery was stable in both markets during the Quarter. In the Mainland, Same Store ASP was HK\$8,100 (3QFY2021: HK\$7,900) while that of Hong Kong and Macau was HK\$16,800 (3QFY2021: HK\$17,700).
- Gold jewellery and products category includes those selling by weight and at fixed price. In the Mainland, retail demand in gold jewellery and products remained resilient, driving SSSG of the product category to 23.3% during the Quarter. Its ASP also improved to HK\$5,600 (3QFY2021: HK\$5,500). In Hong Kong and Macau, SSSG of the product category was 46.9%. Its ASP declined to HK\$4,600 (3QFY2021: HK\$5,800), mainly due to the shift of sales mix towards lower ASP gold products during the Quarter. The average international gold price in the Quarter was 4.2% lower when compared to the same period last year.

RSV Analysis

Mainland China

% of respective RSV by product

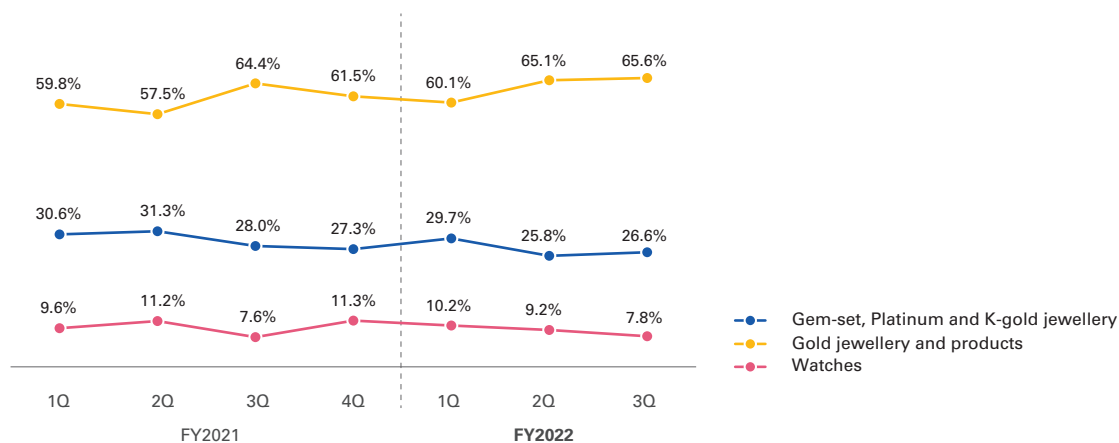


— With our retail expansion strategy leveraging franchisees’ local knowledge, RSV of franchised portion in CHOW TAI FOOK JEWELLERY surged by 65.2% year-on-year and its contribution to the RSV of CHOW TAI FOOK JEWELLERY increased to 60.0% (3QFY2021: 51.0%) during the Quarter.

— Smart retail RSV⁽³⁾ in Mainland China rose strongly by 74.1% and by 87.7% in volume year-on-year. Its contribution to Mainland China’s RSV was 10.4% in the Quarter, of which 3.6% was contributed by smart retail applications.

Hong Kong & Macau of China and other markets

% of respective RSV by product

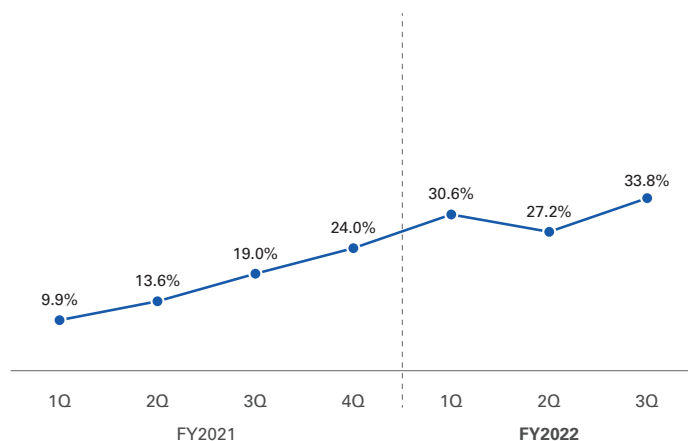


Note: The percentages calculated are subject to minor rounding differences

⁽³⁾ Smart retail RSV includes RSV contributed from e-commerce and smart retail applications. Major e-commerce platforms included Chow Tai Fook eShop, Tmall, JD.com, Vipshop; Smart retail applications refer to the use of digital tools, such as CloudSales 365, Cloud Kiosk, Smart Tray, etc.

Hong Kong & Macau of China

% of RSV settled by China UnionPay, Alipay, WeChat Pay or RMB



- The percentage of RSV settled by China UnionPay, Alipay, WeChat Pay or RMB to the total RSV of Hong Kong and Macau market recovered to 33.8% from 27.2% last quarter.

POS Network

- The Group added a net of 432 POS in Mainland China during the Quarter, including 470 net POS openings of CHOW TAI FOOK JEWELLERY (3 net closings of self-operated store and 473 net openings of franchised store). As at 31 December 2021, 76.5% of our CHOW TAI FOOK JEWELLERY POS in the Mainland were in franchised format.
- In Hong Kong & Macau of China and other markets, the Group opened 2 CHOW TAI FOOK JEWELLERY POS in other markets during the Quarter.
- As at 31 December 2021, the Group had 5,646 POS in total.

CAUTION STATEMENT

The Board wishes to remind investors that the above operational update is based on the Company's internal records and management accounts for the three months ended 31 December 2021 which have not been reviewed or audited by auditors of the Company.

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, 11 January 2022

As at the date of this announcement, the executive directors are Dr. Cheng Kar-Shun, Henry, Mr. Wong Siu-Kee, Kent, Mr. Chan Sai-Cheong, Dr. Cheng Chi-Kong, Adrian, Mr. Cheng Chi-Heng, Conroy, Ms. Cheng Chi-Man, Sonia, Mr. Cheng Kam-Biu, Wilson, Mr. Cheng Ping-Hei, Hamilton, Mr. Suen Chi-Keung, Peter and Mr. Liu Chun-Wai, Bobby; and the independent non-executive directors are Dr. Fung Kwok-King, Victor, Dr. Or Ching-Fai, Raymond, Mr. Kwong Che-Keung, Gordon, Mr. Lam Kin-Fung, Jeffrey, Mr. Chia Pun-Kok, Herbert and Ms. Cheng Ka-Lai, Lily.