

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

APPOINTMENT OF INDEPENDENT NON-EXECUTIVE DIRECTOR AND CHANGES IN THE COMPOSITION OF BOARD COMMITTEES

The board (the “**Board**”) of directors (the “**Directors**”) of Chow Tai Fook Jewellery Group Limited (the “**Company**”, and together with its subsidiaries, the “**Group**”), announces that Ms. Wong Ching-Ying, Belinda (“**Ms. Wong**”) will be appointed as an independent non-executive Director (“**INED**”) and a member of the audit committee (“**Audit Committee**”) and the sustainability committee (“**Sustainability Committee**”) of the Company with effect from 1 September 2025.

Ms. Wong, aged 54, is widely recognised for her extraordinary retail expertise, transformative leadership, and deep passion for people, brand development, and growth strategy across Greater China and Asia Pacific. As the former Chairwoman and Chief Executive Officer of Starbucks China, Ms. Wong propelled the company through an extraordinary period of growth from 2011 until her retirement in January 2025. Under her leadership, Starbucks China expanded its retail footprint more than 15-fold to over 7,500 company-owned stores in 1,000 cities, solidifying China as the largest international market for Starbucks. Renowned for her ability to scale both the business and its unique company culture, Ms. Wong placed China at the heart of Starbucks international strategy, pioneering retail and customer innovations as well as digitalisation initiatives that reshaped the customer experience. She led the creation of an omni-channel business model — now accounting for half of Starbucks China’s sales — and built a loyalty programme boasting nearly 150 million members.

Ms. Wong’s journey with Starbucks began in 2000, where she quickly became a driving force behind the brand’s expansion and success in the region. She has served in diverse leadership roles, including Marketing Director for Starbucks Asia Pacific, Managing Director of Starbucks Singapore, and General Manager of Starbucks Hong Kong. Throughout her career, Ms. Wong has demonstrated an unwavering commitment to retail excellence, innovative thinking, and the power of people to drive bold, purpose-driven growth.

Ms. Wong regularly appears on Forbes and Fortune’s lists of most powerful businesswomen. In 2020, she received the “Magnolia Gold Award” from the Shanghai Municipal Government for her contributions to the city’s development.

Ms. Wong serves on the Faculty Advisory Board at the University of British Columbia's Sauder School of Business. She graduated from the University of British Columbia in Canada with a Bachelor of Commerce degree, majoring in finance.

Ms. Wong has been appointed as an independent non-executive director of Hysan Development Company Limited, a company listed on The Stock Exchange of Hong Kong Limited (the "**Stock Exchange**"), since December 2018. She is also currently serving as an independent director of Canada Goose Holdings Inc., a company listed on the New York Stock Exchange and the Toronto Stock Exchange. She had served as an independent non-executive director of Television Broadcasts Limited, a company listed on the Stock Exchange, from December 2019 to May 2023. Save as disclosed above, she did not hold directorship in other listed public companies in Hong Kong or overseas in the past three years or any position with the Company or other members of the Group.

As at the date of this announcement, Ms. Wong does not have any relationship with any director, senior management, substantial or controlling shareholder of the Company. As at the date of this announcement, she does not have any interests in the shares, underlying shares or debentures of the Company and/or its associated corporations within the meaning of Part XV of the Securities and Futures Ordinance (Chapter 571 of the Laws of Hong Kong).

Ms. Wong has also confirmed that (i) she meets the independence criteria as set out in Rule 3.13 of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited (the "**Listing Rules**"); (ii) she has no past or present financial or other interests in the business of the Group, nor is she connected with any core connected person (as defined in the Listing Rules) of the Company; and (iii) there are no other factors that may affect her independence at the time of her appointment.

Ms. Wong will enter into a letter of appointment with the Company as an INED commencing from 1 September 2025 with no fixed term of service with the Company. Ms. Wong shall hold office until the first annual general meeting of the Company after her appointment and shall then be eligible for re-election. Her appointment is subject to retirement by rotation and re-election at annual general meetings of the Company in accordance with the Articles of Association of the Company and the Listing Rules unless it is terminated by her or by the Company giving the prescribed notice or payment in lieu. Ms. Wong is entitled to receive a director's fee of HK\$795,000 per annum. The remuneration of Ms. Wong is determined by the Board with reference to the prevailing market conditions, her expertise, duties and responsibilities with the Company and the remuneration policy of the Group and is subject to review by the remuneration committee of the Company from time to time.

Save as disclosed above, there is no other matter relating to the appointment of Ms. Wong as an INED that needs to be brought to the attention of the shareholders of the Company and no other information required to be disclosed pursuant to the requirements of Rule 13.51(2) of the Listing Rules.

The Board believes that Ms. Wong's extensive experience, growth expertise, professionalism and global perspective will make valuable contributions to the diversity of the Board.

CHANGES IN THE COMPOSITION OF BOARD COMMITTEES

Upon the appointment of Ms. Wong taking effect on 1 September 2025, the Audit Committee and the Sustainability Committee will comprise the following members:

Audit Committee

Independent Non-executive Directors

Mr. Kwong Che-Keung, Gordon (*Chairman*)

Mr. Lam Kin-Fung, Jeffrey

Dr. Or Ching-Fai, Raymond

Mr. Chia Pun-Kok, Herbert

Mr. Tang Ying-Cheung, Eric

Ms. Wong Ching-Ying, Belinda

Sustainability Committee

Independent Non-executive Directors

Mr. Tang Ying-Cheung, Eric (*Chairman*)

Ms. Cheng Ka-Lai, Lily

Mr. Chia Pun-Kok, Herbert

Ms. Wong Ching-Ying, Belinda

Executive Director

Mr. Wong Siu-Kee, Kent

The above changes were recommended to the Board by the nomination committee of the Company after conducting a regular evaluation on the structure, roles and delegation of committees of the Board.

The Board would like to take this opportunity to express its warmest welcome to Ms. Wong for joining the Board and sincerely appreciates all Board members' commitment and contribution to the Board and the Company.

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

Hong Kong, 11 August 2025

As at the date of this announcement, the executive directors are Dr. Cheng Kar-Shun, Henry, Mr. Cheng Chi-Heng, Conroy, Ms. Cheng Chi-Man, Sonia, Mr. Wong Siu-Kee, Kent, Mr. Cheng Kam-Biu, Wilson, Mr. Cheng Ping-Hei, Hamilton and Mr. Suen Chi-Keung, Peter; and the independent non-executive directors are Mr. Kwong Che-Keung, Gordon, Mr. Lam Kin-Fung, Jeffrey, Dr. Or Ching-Fai, Raymond, Ms. Cheng Ka-Lai, Lily, Mr. Chia Pun-Kok, Herbert, Ms. Fung Wing-Yee, Sabrina and Mr. Tang Ying-Cheung, Eric.