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(於百慕達註冊成立之有限公司) (Incorporated in Bermuda with Limited Liability) Stock Code 股份代號: 0590

## POSITIVE PROFIT ALERT

This announcement is made by Luk Fook Holdings (International) Limited (the "Company"), together with its subsidiaries (the "Group") pursuant to Rule 13.09 of the Rules Governing the Listing of Securities ("Listing Rules") on The Stock Exchange of Hong Kong Limited and the Inside Information Provisions (as defined under the Listing Rules) under Part XIVA of the Securities and Futures Ordinance (Chapter 571 of the Laws of Hong Kong).

The board of directors (the "Board") of the Company wishes to inform shareholders of the Company (the "Shareholders") and potential investors that, based on preliminary review of the draft unaudited consolidated management accounts of the Group for the six months ended 30 September 2025 (the "Period"), the Group expects its revenue for the Period to increase by approximately 20% to 30% compared to the corresponding period last year. This increase is primarily attributable to the effective product differentiation and sales strategies, which successfully boosted significant sales growth of fixed price jewellery products. In addition, the Group expects its profit for the Period to increase by approximately 40% to 50% as compared to the corresponding period last year, mainly benefitted from the improved profit margin due to the rise in gold prices, the increased sales mix in fixed price jewellery products and the operating leverage.

## **CAUTION STATEMENT**

The Board wishes to remind investors that the above financial data is based on the unaudited consolidated management accounts of the Group for the six months ended 30 September 2025 and the information currently available to the Board. Such information has not been reviewed by the audit committee or independent auditor of the Company and is subject to finalisation or necessary adjustments upon further review. Shareholders and potential investors are advised to read carefully the interim results announcement of the Company for the six months ended 30 September 2025 which is expected to be published on 27 November 2025. **Shareholders and potential investors are advised to exercise caution when dealing in the shares of the Company.** 

By Order of the Board

Luk Fook Holdings (International) Limited

WONG Wai Sheung

Chairman & Chief Executive Officer

Hong Kong, 20 November 2025

As at the date of this announcement, the Company's Executive Directors are Mr. WONG Wai Sheung (Chairman and Chief Executive Officer), Mr. WONG Ho Lung, Danny (Deputy Chairman), Ms. WONG Lan Sze, Nancy, Ms. WONG Hau Yeung and Dr. CHAN So Kuen; the Non-executive Directors are Mr. TSE Moon Chuen, Mr. HUI Chiu Chung, JP and Mr. LI Hon Hung, BBS, MH, JP; the Independent Non-executive Directors are Mr. IP Shu Kwan, Stephen, GBS, JP, Mr. MAK Wing Sum, Alvin, Ms. WONG Yu Pok, Marina, JP and Mr. Anson KWOK.