

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

UNAUDITED KEY OPERATIONAL DATA FOR THREE MONTHS ENDED 30 SEPTEMBER 2026

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 30 September 2026 (the “Second Quarter”, or the “Quarter”). The unaudited key operational data in this announcement should be read in conjunction with the Company’s FY2026 annual report.

KEY OPERATIONAL DATA

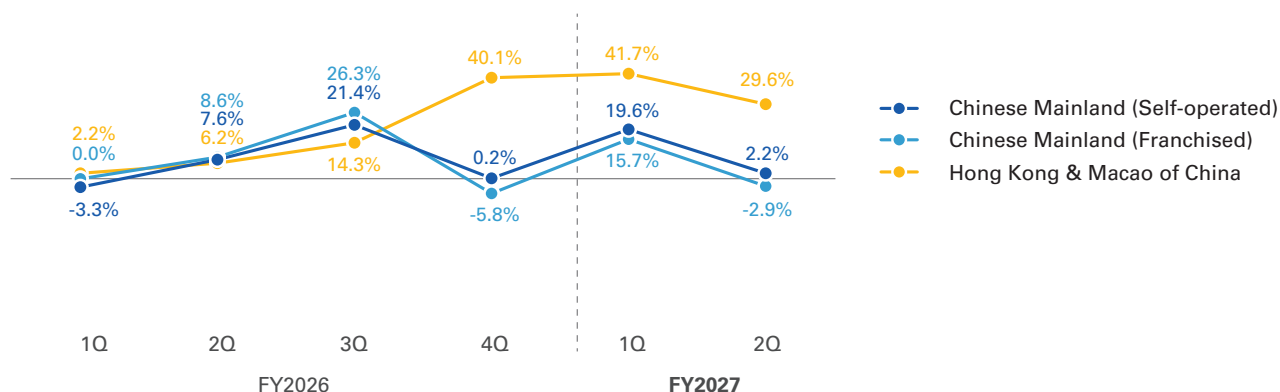
For the three months ended 30 September 2026

	(% change compared to the same period last year)	
	Group	
Retail Sales Value ⁽¹⁾ (“RSV”) growth	-0.5%	
	Chinese Mainland	Hong Kong & Macao of China and other markets
RSV growth	-5.3%	+33.2%
Contribution to Group RSV	83.3%	16.7%
	Chinese Mainland	Hong Kong & Macao of China
Same Store Sales ⁽²⁾ (“SSS”) growth	+2.2%	+29.6%
SSS volume growth	-9.7%	+14.0%
SSSG by product		
— Fixed-price jewellery	+11.1%	+13.0%
— Weight-based gold jewellery	+1.7%	+43.5%

⁽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 Second Quarter is the RSV from the self-operated POS of CHOW TAI FOOK JEWELLERY existing as at 30 September 2026 and which have been opened prior to 1 April 2025. RSV from franchised POS and other channels are not included.

Same Store Sales Growth



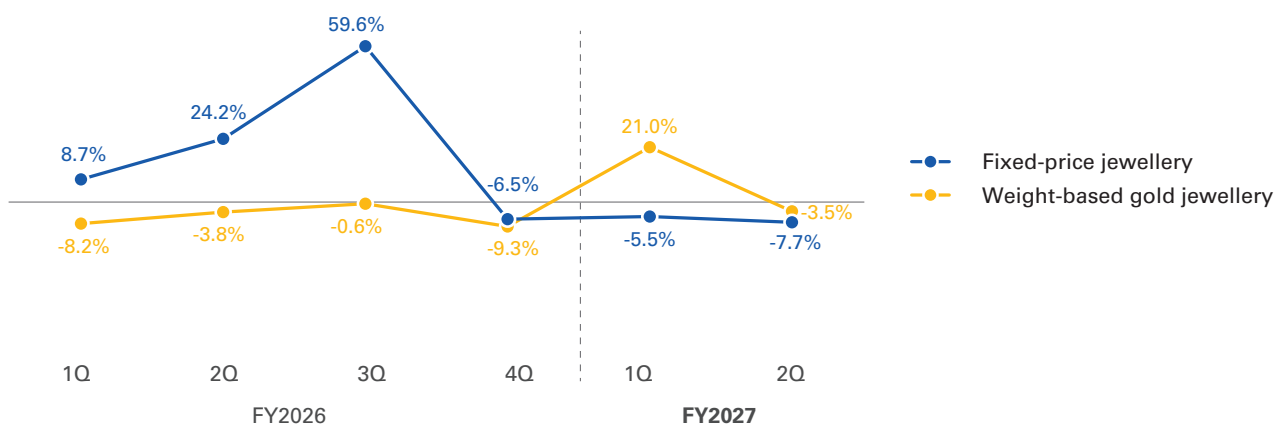
- The Second Quarter performance demonstrated the resilience of our business model and validated the growing traction of our brand transformation. In Chinese Mainland (the “Mainland”), SSS of self-operated stores increased by 2.2% during the Quarter, while that of franchised stores decreased by 2.9%. Nevertheless, we continued to outperform the jewellery retail market. In Hong Kong and Macao, SSSG reached 29.6% in the period, with Hong Kong up by 24.0% and Macao up by 47.3%, supported by robust consumption sentiment and customer traffic.
- The Same Store Average Selling Price (“ASP”) of weight-based gold jewellery remained resilient during the Quarter. In the Mainland, its ASP increased to HK\$10,200 (2QFY2026: HK\$9,500). In Hong Kong and Macao, its ASP was HK\$15,400 (2QFY2026: HK\$16,800).
- ASP of the fixed-price jewellery also stayed firm. In the Mainland, ASP of fixed-price gold jewellery, which includes gold products and gem-inlaid gold products, rose to HK\$10,100 (2QFY2026: HK\$7,000), while ASP of gem-set jewellery stayed relatively flat at HK\$9,100 (2QFY2026: HK\$9,300). In Hong Kong and Macao, ASP of fixed-price gold jewellery increased to HK\$8,900 (2QFY2026: HK\$5,700) and ASP of gem-set jewellery increased to HK\$16,400 (2QFY2026: HK\$15,900).
- As a global Chinese luxury group, we elevated our storytelling and creative vision, exemplified by the sensory-driven Summer Tuning branding campaign. To broaden our reach among younger generations, we appointed Zhao Lusi, one of China’s most influential actresses and singers, as our Global Brand Ambassador in July.
- Our brand transformation continued to drive high-quality earnings during the Quarter, anchored by iconic collection launches. The signature DAWN Collection generated nearly HK\$2 billion in RSV during the period, significantly outperforming expectations. In August, we expanded our portfolio with the SONG Collection, which blends cultural heritage with refined design. Together, the two collections have deeply strengthened our cultural relevance and emotional connection with younger consumers.

- We continued to strengthen the resilience of our retail network by elevating customer experience. During the Quarter, we added one luxury-format boutique, bringing our total number of luxury-format boutiques in the Mainland to 13 and keeping us on track to reach our target of 50 by FY2030.
- Our international business serves as a strategic platform and growth driver for the Group as the brand transformation progresses. By deepening our presence in distinguished luxury destinations, we successfully engage affluent local clientele and international travellers. During the Quarter, other markets recorded strong RSV growth of 31.1%. We opened stores at Wisma Atria in Singapore and Mid Valley Megamall in Malaysia. These high-profile showcases are actively redefining Chinese luxury on the world stage, highlighting the beauty of craftsmanship and cultural heritage to global audience.

RSV Analysis

Chinese Mainland

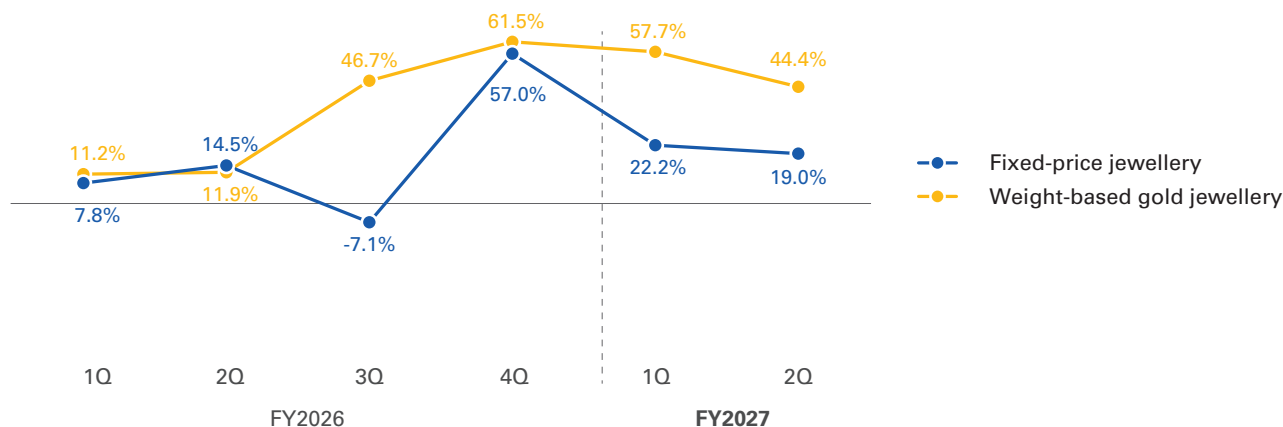
YoY change of respective RSV by product



- The decline in Mainland RSV during the Quarter was mainly attributable to network optimisation and a high comparison base in the corresponding period last year.
- In terms of RSV contributions, weight-based gold jewellery accounted for 67.5% (2QFY2026: 66.3%) and fixed-price jewellery accounted for 29.2% (2QFY2026: 29.9%) during the Quarter.
- RSV of e-commerce in the Mainland sustained growth of 25.6% year-on-year in the Quarter, supported by our ongoing targeted marketing and product initiatives. Its contribution to the Mainland business was 8.9% in RSV and 19.8% in volume during the Quarter.
- RSV contribution of franchised CHOW TAI FOOK JEWELLERY stores in the Mainland lowered to 61.6% (2QFY2026: 67.5%) during the Quarter mainly due to the network optimisation.

Hong Kong & Macao of China and other markets

YoY change of respective RSV by product



Note: The percentages calculated are subject to minor rounding differences.

— RSV contribution of fixed-price jewellery was 26.5% (2QFY2026: 29.6%) during the Quarter, while that of weight-based gold jewellery was 69.3% (2QFY2026: 63.9%).

POS Network

As at	31.3.2026 Total	30.6.2026 Total	Addition	Reduction	Net	30.9.2026 Total
CHOW TAI FOOK JEWELLERY	5,460	5,205	26	(265)	(239)	4,966
Chinese Mainland ⁽¹⁾	5,305	5,047	23	(263)	(240)	4,807 ⁽²⁾
Hong Kong & Macao of China	92	93	1	—	1	94
Other markets	63	65	2	(2)	—	65
Other brands	229	229	8	(11)	(3)	226
Chinese Mainland	219	219	8	(11)	(3)	216
Hong Kong & Macao of China	3	3	—	—	—	3
Other markets	7	7	—	—	—	7
Total	5,689	5,434	34	(276)	(242)	5,192

⁽¹⁾ CTF Watch excluded

⁽²⁾ 68.3% of CHOW TAI FOOK JEWELLERY POS were in franchised format

- During the Quarter, we selectively opened 23 CHOW TAI FOOK JEWELLERY POS in the Mainland and closed 263 POS, resulting in a net closure of 240 POS. In Hong Kong, Macao and other markets, we net opened 1 POS CHOW TAI FOOK JEWELLERY in the Quarter.

CAUTION STATEMENT

The Board wishes to remind investors that the above unaudited operational update is based on the Company's internal records and management accounts for the three months ended 30 September 2026 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, 22 October 2026

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. Lam Kin-Fung, Jeffrey, Dr. Or Ching-Fai, Raymond, Ms. Cheng Ka-Lai, Lily, Mr. Chia Pun-Kok, Herbert, Ms. Fung Wing-Yee, Sabrina, Mr. Tang Ying-Cheung, Eric and Ms. Wong Ching-Ying, Belinda.