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六福集團(國際)有限公司
LUK FOOK HOLDINGS (INTERNATIONAL) LIMITED

(於百慕達成立之有限公司)
(Incorporated in Bermuda with Limited Liability)
Stock Code 股份代號 : 590

ANNOUNCEMENT FOR UNUSUAL SHARE PRICE MOVEMENTS

This statement is made at the request of The Stock Exchange of Hong Kong Limited.

We have noted the recent increases in the price of the shares of the Company and wish to state that, save as for the annual results announcement made by the Company on 20th July 2010 and the release of the following additional information about the Company and its subsidiaries (the "Group") to the news reporters during a press conference held by the Company on 21st July 2010, we are not aware of any reasons for such increases.

Additional Information (subject to audit)

- During the golden week of Labour Day holiday in May 2010, the Group's sales in Hong Kong and Macau rose about 39% and 89% respectively as compared with that of last year.
- The Group would consider to step up the production capacity of its jewellery processing plant in Panyu of the PRC from the existing level of about 20% normal sales up to 40% ~ 50% by the construction of the second factory building. The relevant capital expenditure is expected to about HK\$40~\$50 millions.
- The Group will open its new headquarters in Jordan District in March 2011 after the completion of renovation work costing about HK\$50 million on an 18-storey commercial building acquired by the Group in August 2009.
- The Group expects retail sales growth for the second half of the current financial year would slow down to about 10% because of high sales figures for that of the last year.

- The Group is planning to open about 100 shops in the PRC mostly in second- and third-tier cities where growth potential is larger. It expects such shop increase will include about 10 ~ 20 self-operated shops.
- For the year ended 31st March 2010, the Group's average sales ticket size in Hong Kong increased from about HK\$5,200 to HK\$6,300; while that in the PRC increased from about RMB 2,200 to RMB 2,500.
- About one third of the Group's retail shop leases in Hong Kong was renewed in the past financial year and the weighted average rental increase was about 7%.
- For the period from April to June 2010, the Group's same shop sales for Hong Kong/Macau market and the PRC market increased about 40% and 20% respectively as compared with that of last year.

We also confirm that there are no negotiations or agreements relating to intended acquisitions or realisations which are discloseable under rule 13.23, neither is the Board aware of any matter discloseable under the general obligation imposed by rule 13.09, which is or may be of a price-sensitive nature.

Made by the order of the Board of **Luk Fook Holdings (International) Limited** the directors of which individually and jointly accept responsibility for the accuracy of this statement.

By Order of the Board
LAW Tim Fuk, Paul
Company Secretary

Hong Kong, 22nd July 2010

As at the date of this announcement, the Company's executive directors are Mr. WONG Wai Sheung (Chief Executive), Mr. TSE Moon Chuen, Mr. LAW Tim Fuk, Paul, Mr. LAU Kwok Sum, Mr. WONG Ho Lung, Danny, and Miss WONG Lan Sze, Nancy; the non-executive directors are Mr. WONG Koon Cheung, Mr. CHAN Wai, Mr. LEE Shu Kuan, Ms. YEUNG Po Ling, Pauline and Mr. HUI King Wai; the independent non-executive directors are Mr. HUI Chiu Chung, Mr. LO Mun Lam, Raymond (Chairman), and Mr. TAI Kwok Leung, Alexander.