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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 2023, the Group expects its revenue and profit for the six months ended 30 September 2023 to increase by over 30% and over 40% respectively as compared to that of the corresponding period last year. The Board considers that this is mainly attributable to continuous improvement in sentiment in the retail markets of Hong Kong SAR, China¹ and Macau SAR, China² following the full reopening of borders amongst Hong Kong, Macau and Mainland China. Coupled with favourable gold sales, the Group's retailing business has returned to normalcy. The Group's performance was further enhanced by a higher overall gross margin due to much increased mix of retailing revenue and improved total operating expenses to revenue ratio.

¹ Hong Kong SAR, China: Hereafter refers to as "Hong Kong"

² Macau SAR, China: Hereafter refers to as "Macau"

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 2023 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 finalization 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 2023 which is expected to be published on 29 November 2023. 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, 22 November 2023

As at the date of this announcement, the Company's Executive Directors are Mr. WONG Wai Sheung (Chairman and Chief Executive Officer), Ms. WONG Hau Yeung, Ms. WONG Lan Sze, Nancy and Dr. CHAN So Kuen; the Non-executive Directors are Mr. WONG Ho Lung, Danny (Deputy Chairman), 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. HUI King Wai.