

CHOW TAI FOOK JEWELLERY GROUP

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周 大 福 珠 寶 集 團

# Relationship Milestone CTF - SGE



CHOW TAI FOOK JEWELLERY GROUP  
周大福珠寶集團



上海国际黄金交易中心  
SHANGHAI GOLD EXCHANGE INTERNATIONAL

## 2012 Dec

- Trade precious metal as “General Member” of SGE

## 2016 Apr

- Appointed as Reference Price Member
- Became One of the TWO Jewellery enterprise eligible in submitting market reference price to SGE

# The Story of Chow Tai Fook



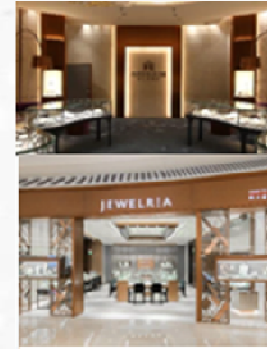
**1929**  
Started engaging in the jewellery business

**1990**  
Implemented the "Fixed Price" policy in Hong Kong & Macau which enhanced pricing transparency



**2014**  
Opened our 2,000<sup>th</sup> POS in Wuhan, Mainland China  
Acquired HEARTS ON FIRE, a U.S. premium diamond brand

**2015**  
Unveiled the Cullinan Masterpiece "A Heritage in Bloom"



**2018**  
Introduced ARTRIUUM And JEWELRIA

**Heritage x Craftsmanship x Innovation**

**1956**  
Launched the 999.9 gold jewellery products in Hong Kong & Macau, which became an industry standard in 1980s

**1998**  
Opened the first POS in Beijing, Mainland China



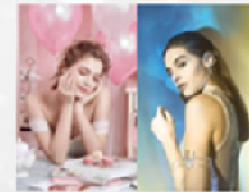
**2011**  
Listed on the Main Board of The Stock Exchange of Hong Kong (SEHK stock code: 1929)  
Started e-commerce business

**2010**  
Started e-commerce business

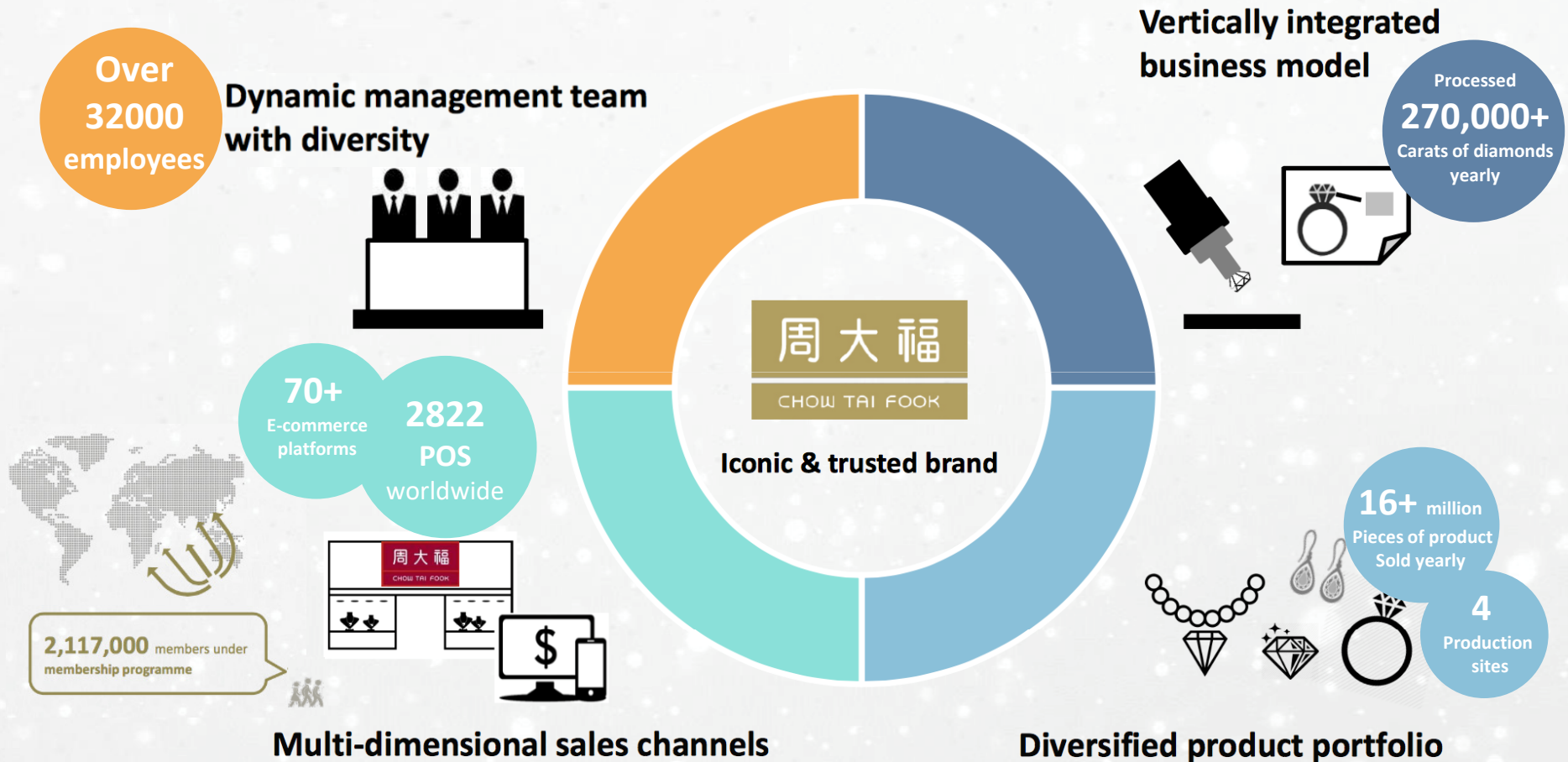


**2016**  
Became a reference price member of Shanghai Gold Benchmark Price  
Launched T MARK diamond brand

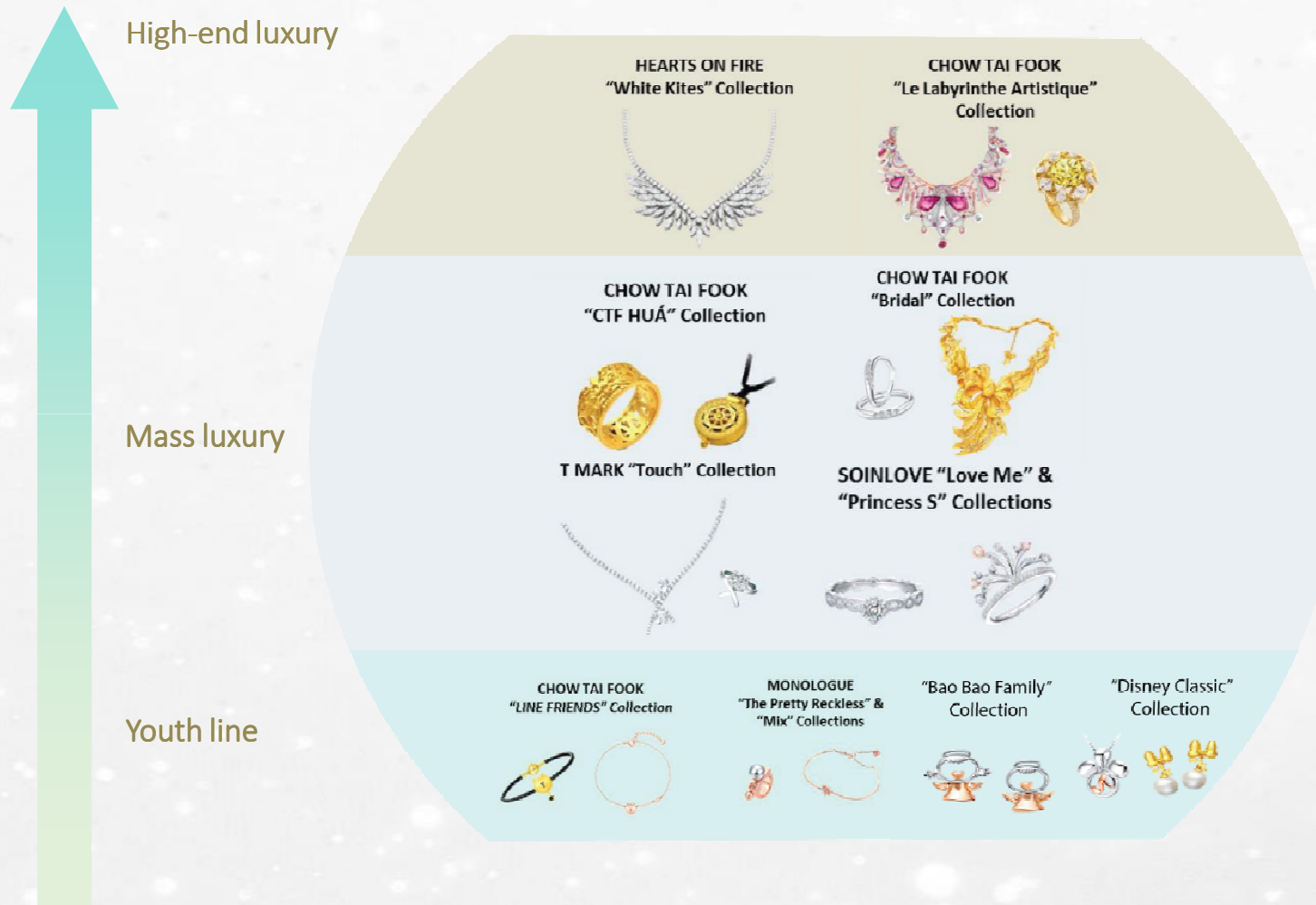
**2017**  
Introduced SOINLOVE and MONOLOGUE



# CTF - Competitive Strengths



# CTF - Diversified Product Portfolio



- Broad product portfolio ranging from **high-end luxury** to **mass luxury** and **youth line** segments
- **Mass luxury** accounts for over **80%** of our Group's revenue
- Broad product offerings include **one-of-a-kind pieces, patented, proprietary** and **licensed collections**
- **Design-oriented collections** with sophisticated craftsmanship

# CTF - Positioning of Our Production Hubs



## CTF Production Hubs - Shenzhen



Shenzhen R&D and Smart Manufacturing Centre

History:

**16 years**  
(New building  
operated in 2017)

NO. of employees:

**800+**

NO. of piece produced:

**1.6 million / yr**

Land Area:

**8000 / m<sup>2</sup>**

### Research & Development

- Incubator of R&D
- Dedicated Team Responsible for Innovative Projects

# CTF Production Hubs – Shunde



## Shunde Artisan Manufacturing Centre

History:

**30 years**

NO. of employees:

**3000+**

NO. of piece produced

**4.7 million / yr**

Land Area:

**58,700 / m<sup>2</sup>**

### Craftsmanship

- Tradition Craftsmanship Heritage
- Advanced Technique Application



# CTF Production Hubs – Wu Han



## Smart Industrial Park

### Wuhan Smart Manufacturing Centre

History:  
**5 years**

NO. of employees:  
**1200+**

NO. of pieces produced:  
**2.6 million / yr**

Land Area:  
**400,000 / m<sup>2</sup>**

- Contemporary Production Management
- Speedy and Efficient Manufacturing Operation
- eCommerce Logistic Hub for CTF China Domestic online sales fulfillments



# CTF - Global Supply Hub - TJS

Total Jewellery Solutions

**Total Jewellery Solutions (TJS), is the EXPORT division**



# CTF - Pure Gold Product Portfolio

Figurine



Gold Ingot, Coin, Note



Wedding Set



Ancient Gold Artisanry



IP Brand



Daily Fashion



Electroforming

# CTF - Pure Gold Product Portfolio

## Figurine



### Electroform

- Thickness 0.2 – 0.4 mm
- Light gold weight with large size

# CTF - Pure Gold Product Portfolio

## Gold Ingot, Coin, Note

Gold Coin Spec  
Weight: 0.1 - 0.2g  
Size : Diameter 30mm



Embossed Effect (Stamping)

Gold Note Spec  
Weight: 1 - 2g  
Size : largest up to 160\*70mm

Double-sided printing



- Value for Money
- Pico-second laser cutting

## CTF - Pure Gold Product Portfolio

### Wedding Set



Wedding Bangle Spec  
Lightest weight at 0.35tl  
Width up to 28mm

- Both fashionable & traditional wedding accessories
- Tremendous motifs & designs
- Innovative light-weight hingeless bangle

## CTF - Pure Gold Product Portfolio

### Ancient Gold Artisanship



- Antique gold color
- Traditional matte & smooth finish
- Substantial & heavy in weight

# CTF - Pure Gold Product Portfolio

## IP Brand

Disney Classics Collection



Disney  
Mickey



Disney.Pixar  
Toy Story Collection



Disney  
Beauty & the Beast Collection



Disney  
Frozen Collection



Disney  
Princess Collection



Disney  
Tsum Tsum Collection



Disney  
Winnie the Pooh



# CTF - Pure Gold Product Portfolio

## IP Brand Other Collections



Star Wars Collection



Marvel Collection



Bao Bao Family



Hello Kitty Collection



LINE FRIENDS Collection



LT Duck Collection

## CTF - Pure Gold Product Portfolio

### Daily Fashion



# Diamond & Gem Set Jewellery

## Bridal and Band



## Daily Essential



## Fashion Jewellery



## Gifting



# The Golden Opportunities

Gold Rental  
Minimize  
Price Risk

Guaranteed  
Non-Conflict  
Gold

Gold Quality  
Guaranteed  
Minimize Risk

Direct  
Logistics

Fast Gold  
Supply  
in SZ to  
Factory

High  
Craftsmanship  
& Duty Free  
Manufacturing



CHINA



SINGAPORE



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CHINA

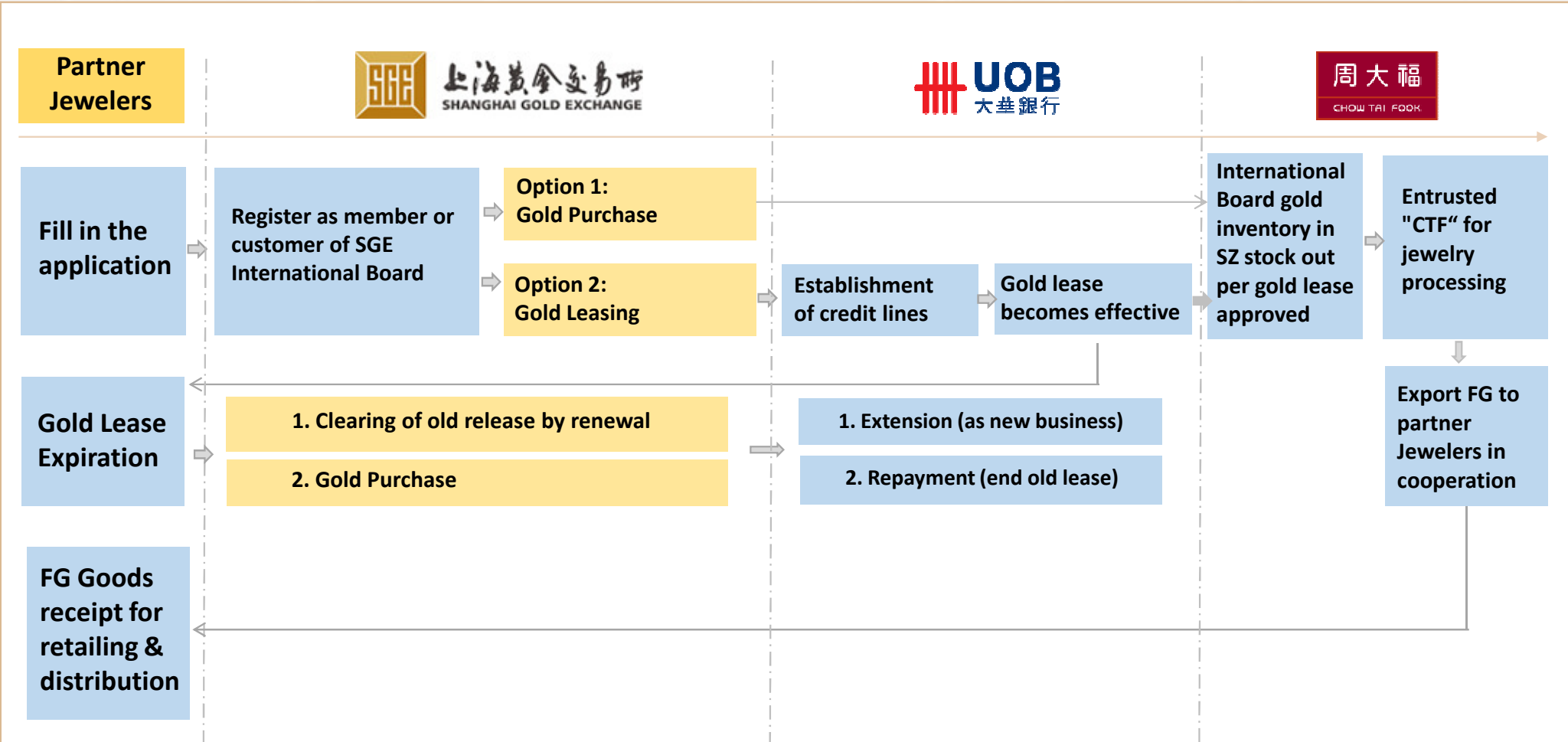
THAILAND



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# Entrusted Processing Cooperation



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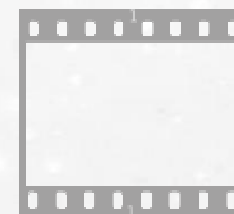
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傳·創·共享

HERITAGE  
INNOVATION  
SHARING



Chinese Version



English Version