



FOR IMMEDIATE RELEASE

Chow Tai Fook Jewellery Group and Tencent Sign a Memorandum of Agreement

To Promote Seamless Cross-border Intelligent Consumption

WeChat Pay HK to Support Designated CHOW TAI FOOK JEWELLERY Stores in Mainland China

(Hong Kong, 17 December 2018) **Chow Tai Fook Jewellery Group Limited** ("Chow Tai Fook Jewellery Group", "the Group" or "the Company"; SEHK stock code: 1929), a Hong Kong Main Board listed company with 89 years of heritage, announces that the Group and Tencent signed a memorandum of agreement. Starting from next year, WeChat Pay Hong Kong can be used for all purchases at designated CHOW TAI FOOK JEWELLERY stores in Mainland China, encouraging Hong Kong people to use digital payment in Hong Kong dollars and significantly enhancing Hong Kong consumers' life experience. The Group also plans to gradually promote WeChat Pay HK to more CHOW TAI FOOK JEWELLERY stores in the Greater Bay Area and other cities across Mainland China and further extend this convenient payment method to the points-of-sale of other brands under the Group.

Designated CHOW TAI FOOK JEWELLERY stores in Mainland China to launch WeChat Pay HK payment next year

In the partnership, a Hong Kong jewellery group realises the use of WeChat Pay HK in both Mainland China and Hong Kong, providing utmost convenience to Hong Kong consumers to pay for goods or services denominated in Renminbi with WeChat Pay HK, while realising the concept of the "one-hour living zone" for Hong Kong people in the Greater Bay Area. The two parties will also facilitate members of Chow Tai Fook Jewellery Group to settle payment with WeChat Pay HK upon purchase and enjoy relevant promotional offers.

Bobby Liu, Executive Director of Chow Tai Fook Jewellery Group, said, "Striving for innovations and breakthroughs, we are committed to providing seamless and exceptional consumer experience through a wide range of innovative projects. Chow Tai Fook Jewellery Group is honoured to partner with Tencent. The introduction of advanced technology has made the convenience in offering cross-border consumption, online payments and an integrated online-to-offline shopping experience available to customers from Hong Kong."

Royal Chen, Vice President of Tencent Financial Technology, added, "Our collaboration with Chow Tai Fook Jewellery Group will fully make use of the available mobile payment technology. Tencent Technology will vigorously promote cross-border financial cooperation. Leveraging financial and technological advancements, we aim to build a truly integrated service platform for those living in both Hong Kong and Mainland China."

Co-exploring cross-border financial partnerships for intelligent living

Chow Tai Fook Jewellery Group and Tencent will jointly open further collaboration opportunities in "intelligent consumption" with an ID verification for Chow Tai Fook membership programme via mobile scanning, providing members with more promotional offers and convenience.

Howe Zheng, Vice President of Tencent Financial Technology, stated, “Tencent Fin-Tech and Chow Tai Fook Jewellery Group will jointly explore and research the proposals for ID verification in order to catalyse the flow of capital and manpower resources across the border.”

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About Chow Tai Fook Jewellery Group Limited

Chow Tai Fook Jewellery Group Limited (the "Group"; SEHK stock code: 1929) was listed on the Main Board of The Stock Exchange of Hong Kong in December 2011.

Founded in 1929, the Group’s iconic brand “CHOW TAI FOOK” has been widely recognised for its trustworthiness and authenticity, and is renowned for its product design, quality and value. The success of the Group and its iconic brand is rooted in innovation, craftsmanship and heritage. The Group also holds other jewellery brands including T MARK, HEARTS ON FIRE, MONOLOGUE and SOINLOVE, which are the first examples of a long term multi-brand strategy rollout.

The Group’s commitment to sustainable growth is anchored in its “Smart+” strategy, which is in place to promote long term innovation in the business, in people and in culture. Another asset underpinning sustainable growth is a sophisticated vertically integrated business model. This supports the Group by fostering excellence and extending opportunities along the entire value chain to communities and industry partners.

With an extensive retail network in Greater China, Korea, Japan, Singapore, Malaysia and the United States, and a fast-growing e-commerce business, the Group is implementing effective online-to-offline (“O2O”) strategies to succeed in today’s omni-channel retail environment.

About Tencent Holdings Limited

Tencent uses technology to enrich the lives of Internet users. Our social products Weixin and QQ link our users to a rich digital content catalogue including games, video, music and books. Our proprietary targeting technology helps advertisers reach out to hundreds of millions of consumers in China. Our infrastructure services including payment, security, cloud and artificial intelligence create differentiated offerings and support our partners’ business growth. Tencent invests heavily in people and innovation, enabling us to evolve with the Internet. Tencent was founded in Shenzhen, China, in 1998. Shares of Tencent (00700.hk) are traded on the Main Board of the Stock Exchange of Hong Kong.

About WeChat Pay HK

WeChat Pay HK is an innovative, simple and convenient payment solution with multiple layers of security protection for consumers and merchants from different sectors including shopping, dining, transportation, delivery and entertainment. The security protection offered by WeChat Pay HK strictly complies with the international security standards. Users are required to enter a personal 6-digit payment password to authorize a payment. WeChat Pay HK was granted a stored value facility license by the Hong Kong Monetary Authority in 2016 (license holder and number: WeChat Pay Hong Kong Limited, SVF0005).

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