



FOR IMMEDIATE RELEASE

March 7, 2019

**King Fook Jewellery's Service Excellence Recognized with Top Award from
Hong Kong Retail Management Association**
Jeweller Celebrates 70th Anniversary in 2019



King Fook Jewellery Group is proud to be awarded of the Excellence Award by the Hong Kong Retail Management Association (HKRMA). It coincides with the 70th anniversary of **King Fook**, and recognizes the company's commitment to providing an outstanding customer experience.

The Excellence Award is part of HKMA's "Service Retailers of the Year" annual award scheme under the Association's Mystery Shopper Programme (MSP). This recognizes retailers that have shown excellent service performance during the entire year by achieving the highest scores in the four three-month assessment periods based on a range of criteria including "shopping environment", "shopping experience" and "completion of transaction". The Excellence Award is only awarded to retailer whose service is evaluated as the top-notch in the Mystery Shopper Programme (MSP) for two consecutive years.



Cont'd/P.2

“**King Fook** upholds the core values of being customer-oriented with our services. We provide our staff with trainings, including visits to jewellery exhibitions and internal training programme. The internal training programme allows colleagues to vote among them for the most excellent staff specialising in particular areas such that the winners will be the corresponding training team leaders. This training programme enhances the communication and complementary among the team to offer services of the highest quality to our customers.” said Ms. Paulette Sum, General Manager of **King Fook Holdings Limited**.



The Excellence Award 2018 from HKRMA rounds off a successful year for **King Fook Jewellery**, which is going to celebrate its 70th anniversary.

Throughout its 70-year history, **Kong Fook** has focused on a customer-oriented approach based on quality and integrity; the Excellence Award recognizes these consistent high standards of service related to every aspect of the relationship between customer and company.

King Fook will not rest on its laurels, however, but will continue to strive to connect intimately with customers to provide excellence in service through upgrading of service standards and consolidation of customer relationships.

—End—

King Fook Jewellery

1. G/F, 30-32 Des Voeux Road, Central, Hong Kong Tel: 2822 8573
2. Shop G21, G/F, Central Building, 1-3 Pedder Street, Central, Hong Kong Tel: 2526 6733
3. Shop B, G/F, The Hong Kong Club Building, 3A Chater Road, Central, Hong Kong Tel: 2840 0963

masterpiece by king fook

1. Shop G21, G/F, Central Building, 1-3 Pedder Street, Central, Hong Kong Tel: 2526 6733
2. Shop 216-217, L2, Pacific Place, 88 Queensway, Admiralty, Hong Kong Tel: 2845 6766

About King Fook Jewellery Group

King Fook Jewellery Group, formerly known as King Fook Goldsmiths, was founded in 1949 in Hong Kong, initially focusing its business on gold extraction and gold bar trading. The company made its name in retailing the purest 999.9 gold in the market setting the “gold standard” at that time. The King Fook brand has since become synonymous with excellence in design, product quality and service. Today, King Fook Jewellery Group is a publicly listed company on the Hong Kong Stock Exchange main board (Stock Code: 280) retailing premium jewellery, luxury watches and gold accessories. Over the years, the company has stayed true to its motto of maintaining the highest level of “Integrity, Diligence and Professionalism”. Its uncompromising emphasis on exquisite craftsmanship, rigorous material selection and stringent quality control continues to satisfy the most sophisticated of customers.