

## Laox to launch a partnership with Chow Tai Fook, a leading Jeweller

~Chow Tai Fook's branded store to open in Japan~

Laox Co., Ltd. (headquartered in Minato Ward, Tokyo/Representative Director and President Luo Yiwen/security code 8202, hereinafter referred to as Laox) signed a business partnership agreement on 13 March 2017 with Chow Tai Fook Jewellery Group Limited (The Stock Exchange of Hong Kong stock code: 1929, hereinafter referred to as "Chow Tai Fook"), a world-renowned jewellery group. Under the agreement, Chow Tai Fook will open its branded store in Tokyo, Japan within WATCH. , a store operated by Laox.

Chow Tai Fook boasts an extensive retail network worldwide in Greater China, Singapore, Malaysia, South Korea and the United States. Chow Tai Fook has a vertically integrated business model comprising procurement of raw materials, design, production, to marketing and sales.

In Japan, platinum and gold jewellery are attracting attention from various perspectives: some people see them as an important asset while others simply enjoy wearing them as fashion items. By promoting the Chow Tai Fook branded shop in Tokyo, Laox aims to provide the Japanese customers and foreign tourists with quality and fashionable jewellery and expand the market.

### 【Regarding the opening of the Chow Tai Fook branded store】

Scheduled to open in: April

Place: WATCH. , 1<sup>st</sup> floor

Location: Shinseido Bldg. 1F, 3-29-11 Shinjuku, Shinjuku-ku, Tokyo

Products to be sold: Gem-set jewellery, gold jewellery, platinum and karat gold jewellery

### 【Partner's Profile】

Company Name: Chow Tai Fook Jewellery Group Ltd.

Representative: Kent Wong, Managing Director

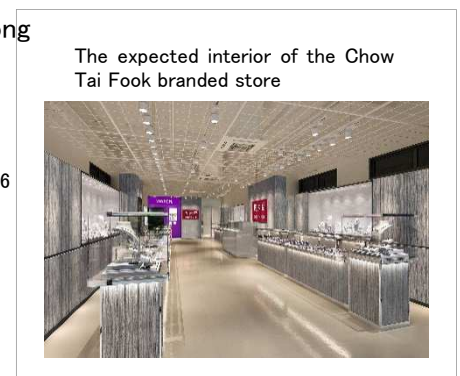
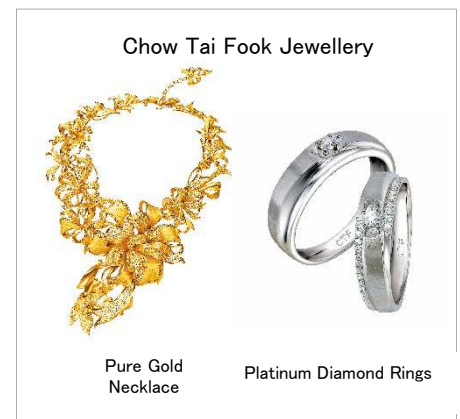
Location: 38<sup>th</sup> floor, New World Tower 16-18 Queen's Road Central, Central, Hong Kong

Founded in: 1929

Listed in: 2011

Revenue: HK\$56,591.5 million (approx.. ¥793,421 million) \* for the financial year ending March 2016

Official site: <http://www.chowtaifook.com/en/>



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