

### **About the Art Museum, The Chinese University of Hong Kong**

Established in 1971, the Art Museum of The Chinese University of Hong Kong advances object-based scholarship to illuminate the development of Chinese civilisation for a global audience. Through its collections, exhibitions, publications, outreach and educational programmes, the Museum aims to enrich the cultural experiences of the community and help realise the goals of the University.

<http://www.artmuseum.cuhk.edu.hk/en/>

### **About Chow Tai Fook Jewellery Group**

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. The Group’s vision is to become the most trusted jewellery group in the world.

Founded in 1929, the Group’s iconic brand “CHOW TAI FOOK” is widely recognised for its trustworthiness and authenticity, and is renowned for its product design, quality and value. A long-standing commitment to innovation and craftsmanship has contributed to the Group’s success, along with that of its iconic retail brand, and has been embodied in its rich heritage. Underpinning this success are our long-held core values of “Sincerity • Eternity”.

The Group’s differentiation strategy continues to make inroads into diverse customer segments by catering to a bespoke experience for different lifestyles and personalities, as well as customers’ different life stages. Offering a wide variety of products, services and channels, the Group’s brand portfolio comprises the CHOW TAI FOOK flagship brand with curated retail experiences, and other individual brands including HEARTS ON FIRE, ENZO, SOINLOVE and MONOLOGUE.

The Group’s commitment to sustainable growth is anchored in its customer-centric focus and strategies, which are in place to promote long-term innovation in business, in people and in culture. Another asset underpinning sustainable growth is a sophisticated and agile business model. This supports the Group by fostering excellence and extending opportunities along the entire value chain to communities and industry partners across the world.

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

[www.ctfjewellerygroup.com](http://www.ctfjewellerygroup.com)

### **About the Master Studio of Chow Tai Fook**

With the exquisite craftsmanship of the artisans in The Master Studio of Chow Tai Fook, the most precious gemstones and metals are combined to produce remarkable jewellery works. At the Master Studio, there are dozens of award-winning master artisans who have more than four decades of gold and jewellery making experience under their belts lead over 200 skilful craftsmen, around 50 of whom have been in the trade for more than 20 years and are certified craftsmen at the national level, to create unique and exquisite jewellery.