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**創輝珠寶集團控股有限公司**  
**Chong Fai Jewellery Group Holdings Company Limited**  
*(Incorporated in the Cayman Islands with limited liability)*  
**(Stock code: 8537)**

**VOLUNTARY ANNOUNCEMENT**  
**INCREASE IN SHAREHOLDING BY THE CONTROLLING SHAREHOLDER**  
**AND CHAIRMAN OF THE BOARD**

This announcement is made by Chong Fai Jewellery Group Holdings Company Limited (the “**Company**”) on a voluntary basis.

The board (the “**Board**”) of directors (the “**Director(s)**”) of the Company was informed that Mr. Fu Chun Keung (“**Mr. Fu**”), the chairman of the Board, executive director, chief executive officer and controlling shareholder of the Company (as defined under the Rules Governing the Listing of Securities of The Stock Exchange of Hong Kong Limited (the “**Listing Rules**”)), acquired an aggregate of 1,000,000 shares of the Company on the open market from September 12, 2025 to September 19, 2025, at an average price of approximately HK\$0.198 per share and a maximum price of HK\$0.203 per share, with an aggregate consideration of approximately HK\$198,000, representing approximately 0.28% of the total issued shares of the Company as at the date of this announcement (the “**Increase in Shareholding**”). Immediately after the Increase in Shareholding, Mr. Fu is deemed to be interested in 166,000,000 shares of the Company (representing approximately 46.11% of the total issued shares of the Company as at the date of this announcement), out of which, 1,000,000 shares of the Company is directly held by Mr. Fu, 165,000,000 shares of the Company is owned by Mythe Group Holdings Company Limited (“**MGH Limited**”) in which Mr. Fu, Ms. Fu Tan Ling (sister of Mr. Fu) and Ms. Cheung Lai Yuk (spouse of Mr. Fu) collectively are interested in one-third or more of the voting power at general meetings of MGH Limited and therefore they are deemed to be interested in the 165,000,000 Shares of the Company held by MGH Limited by virtue of the Securities and Futures Ordinance.

The Board believes that the Increase in Shareholding reflects that Mr. Fu is confident in the Company’s business strategy, development prospects and future outlook.

**Shareholders of the Company and potential investors are advised to exercise caution when dealing in the shares of the Company.**

By Order of the Board  
**Chong Fai Jewellery Group Holdings Company Limited**  
**Fu Chun Keung**  
*Chairman*

Hong Kong, 19 September 2025

*As at the date of this announcement, the executive Directors are Mr. Fu Chun Keung, Ms. Cheung Lai Yuk, Ms. Fu Tan Ling and Mr. Fu Ho Hon; and the independent non-executive Directors are Mr. Chan Cheong Tat, Mr. Wong Wing Keung Meyrick and Mr. Chan Chi Ming Tony.*

*This announcement, for which the Directors collectively and individually accept full responsibility, includes particulars given in compliance with the Rules Governing the Listing of Securities on GEM of The Stock Exchange of Hong Kong Limited for the purpose of giving information with regard to the Company. The Directors, having made all reasonable enquiries, confirm that to the best of their knowledge and belief the information contained in this announcement is accurate and complete in all material respects and not misleading or deceptive; and there are no other matters the omission of which would make any statement herein or this announcement misleading.*

*This announcement will remain on the “Latest Listed Company Information” page of the Stock Exchange’s website at [www.hkexnews.hk](http://www.hkexnews.hk) for at least seven days from the date of its posting. This announcement will also be published on the Company’s website at [www.chongfaiholdings.com](http://www.chongfaiholdings.com).*