Bonjour Holdings Limited
卓悅控股有限公司

(Incorporated in the Cayman Islands with limited liability)

(Stock Code: 653)

POSITIVE PROFIT ALERT

This announcement is made by the Company pursuant to Rule 13.09 of the Listing Rules and the inside information provisions under Part XIVA of the SFO.

The Board wishes to inform Shareholders and potential investors that, based on the preliminary review of the unaudited consolidated management accounts of the Group for the five months ended 31 May 2018 and the management's estimate of the Group, it is expected to record a turnaround to profit attributable to owners of the Company for the six months ended 30 June 2018 as compared to a loss attributable to owners of the Company of approximately HK$57.8 million of the corresponding period in 2017

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

This announcement is made by Bonjour Holdings Limited (the "**Company**", together with its subsidiaries, the "**Group**") pursuant to Rule 13.09 of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited and the Inside Information Provisions (as defined in the Listing Rules) under Part XIVA of the Securities and Futures Ordinance (Chapter 571, Laws of Hong Kong).

The board of directors of the Company (the "**Board**") wishes to inform the shareholders of the Company (the "**Shareholders**") and potential investors that, based on the preliminary review of the unaudited consolidated management accounts of the Group for the five months ended 31 May 2018 and the management's estimate of the Group, it is expected to record a turnaround to profit attributable to owners of the Company for the six months ended 30 June 2018 (the "**Relevant Period**") as compared to a loss attributable to owners of the Company of approximately HK$57.8 million for the six months ended 30 Jun 2017 (the "**Corresponding Period**"). The expected turnaround profit was primarily attributable to the following factors:

(1) retail sales continued to rebound in first half of 2018 and the same store sales growth recorded a continuous improvement;
(2) significant drop in shop rental expenses mainly due to more reasonable monthly rents agreed upon renewal or new contract, particularly for street-level stores;
(3) recognition of an one-off loss on disposal of available-for-sale financial assets for approximately HK$ 6.1 million in the Corresponding Period.

The Company is in the process of finalizing the interim results for the Relevant Period. The information contained in this announcement is only based on the preliminary assessment by the Board with reference to the unaudited consolidated management accounts of the Group for the five months ended 31 May 2018 and information currently available to the Board, which have not been reviewed by or discussed with the auditors of the Company and that the actual results of the Group for the Relevant Period may be different from what is disclosed in this announcement. The interim results announcement of the Company for the Relevant Period is expected to be released in August 2018 pursuant to the requirements of the Listing Rules.

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

On behalf of the Board
Bonjour Holdings Limited
Ip Chun Heng, Wilson
Chairman and executive Director

Hong Kong, 13 July 2018

As of the date of this announcement, the Board comprises of five executive Directors namely Dr. Ip Chun Heng, Wilson, Ms. Chung Pui Wan, Mr. Chen Jianwen, Mr. Yip Kwok Li and Mr. Wan Yim Keung, Daniel; and three independent non-executive Directors namely Mr. Wong Chi Wai, Dr. Chow Ho Ming and Mr. Lo Hang Fong.