Bonjour Holdings Limited
卓悅控股有限公司
(Incorporated in the Cayman Islands with limited liability)
(Stock Code: 653)

PROFIT ALERT

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 eleven months ended 30 November 2018 and the management's estimate, it is expected that the Group's loss attributable to owners of the Company for the twelve months ended 31 December 2018 ("FY2018") would decrease significantly as compared to the loss of approximately HK$202.3 million for the corresponding period in 2017 ("FY2017).

The aforesaid significant decrease in loss was mainly attributable to the improvement in the Company's operational efficiency particularly the cost saving on shop rental and general and administrative expenses. Moreover, there was a loss on disposal of and an impairment loss on available-for-sale financial assets of approximately HK$6.1 million and HK$140.3 respectively recorded in FY2017.

The Company is in the process of finalizing the annual results for FY2018. 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 eleven months ended 30 November 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 FY2018 may be different from what is disclosed in this announcement. The Group's FY2018 financial performance will also be affected by other factors such as professional valuation on Company's assets like available-for-sale financial assets which may result in additional impairment loss (or gain) to be recorded. The annual results announcement of the Company for the FY2018 is expected to be released in March 2019 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, 28 January 2019

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.