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BONJOUR

**Bonjour Holdings Limited**

**卓悦控股有限公司**

*(Incorporated in the Cayman Islands with limited liability)*

**(Stock Code: 653)**

**VOLUNTARY ANNOUNCEMENT**

**FRAMEWORK AGREEMENT  
IN RELATION TO  
POSSIBLE COOPERATION**

This announcement is made by Bonjour Holdings Limited (the “**Company**”, together with its subsidiaries as the “**Group**”) on a voluntary basis to update its shareholders and potential investors of the Company on the latest business development of the Group.

The board of directors (the “**Board**”) of the Company is pleased to announce that, on 1 April 2021, the Company entered into a non-binding framework agreement (the “**Framework Agreement**”) with i-CABLE Communications Limited (“**i-CABLE**”), a company incorporated in Hong Kong and the shares of which are listed on The Stock Exchange of Hong Kong Limited (“**Stock Exchange**”) (Stock code: 1097), in relation to the establishment of a commercial relationship to cooperate on the E-commerce and advertisement space leveraging on the respective strengths of the Group and i-CABLE (“**Possible Cooperation**”).

The Framework Agreement represents the preliminary mutual understanding of the parties and the Possible Cooperation shall be subject to further agreements(s) to be made between the parties.

## **REASONS FOR AND BENEFITS OF THE POSSIBLE COOPERATION**

With e-commerce gaining popularity amidst COVID-19, since the beginning of 2020, the Group has upgraded from a traditional retailer focusing on cosmetics to a global e-commerce enterprise. In view of the Possible Cooperation, the Directors believe that the Possible Cooperation, if materialized, will enable the Group to further optimize the Group's e-commerce retailing and relevant development, enhance its profitability and bring more considerable returns to the shareholders of the Company (the "**Shareholders**").

## **GENERAL INFORMATION**

To the best of the knowledge, information and belief of the Directors having made all reasonable enquires, i-CABLE is independent of the Company and its connected persons (as defined in the Rules Governing the Listing of Securities on the Stock Exchange (the "**Listing Rules**")). Further announcement(s) in relation to the Possible Cooperation will be made by the Company as and when appropriate in compliance with the Listing Rules.

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

By order of the Board  
**Bonjour Holdings Limited**  
**Chen Jianwen**  
*Chairman and Executive Director*

Hong Kong, 1 April 2021

*As at the date of this announcement, the Board comprised Mr. Chen Jianwen, Mr. Ip Chun Heng, Wilson, Mr. Wan Yim Keung, Daniel, Ms. Chung Pui Wan, Mr. Kwan Tat Cheong and Ms. Chiu Lai Kuen, Susanna as executive Directors; Mr. Kwok Chi Shing, Mr. Lee Kwun Kwan and Mr. Yan Sherman Chuek-ning as independent non-executive Directors.*