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(Incorporated in the Cayman Islands with limited liability)

(Stock Code: 653)

VOLUNTARY ANNOUNCEMENT COOPERATION FRAMEWORK AGREEMENT

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

COOPERATION FRAMEWORK AGREEMENT

The board (the “**Board**”) of directors (the “**Directors**”) of the Company is pleased to announce that on 14 September 2021, Bonjour Technology Development Limited (卓悅科技發展有限公司) (“**Bonjour Technology**”), a subsidiary of the Company, entered into a non-binding Cooperation Framework Agreement (“**Framework Agreement**”) with China Resources Capital Investment Management Limited (“**China Resources Capital**”), which represents a preliminary understanding between Bonjour Technology and China Resources Capital in relation to a potential business cooperation (“**Potential Business Cooperation**”). The completion of the Potential Business Cooperation is subject to the formal cooperation agreement being entered into between the parties.

According to the Framework Agreement, Bonjour Technology and China Resources Capital together agreed to promote comprehensive cooperation between the two parties so as to achieve resource sharing and to complement each other’s advantages, which mainly include:

1. To jointly initiate collaborative project(s) as a cornerstone of cooperation between China Resources Capital and Bonjour Group in industry innovation and technology development;
2. To connect the innovation center and business incubator business of the parties, connect with the resources in the Greater Bay Area and realize the collaboration among industries, projects, technologies and products.

INFORMATION OF CHINA RESOURCES CAPITAL

China Resources Capital is a wholly-owned subsidiary of China Resources Capital Management Limited which is a company incorporated and continuously operating in the Hong Kong Special Administrative Region of the People's Republic of China (“**Hong Kong**”). China Resources Capital Management Limited is the integrated fund management platform of the China Resources Group and currently manages more than twenty funds in global mergers and acquisitions, energy, health, energy conservation and environmental protection, and technology innovation.

REASONS FOR AND BENEFITS OF THE FRAMEWORK AGREEMENT

Based on the new concept of “Beauty, Health & Beautiful Life”, the Group has been actively promoting “technology + consumption” since 2020 and leading the new 5G digital economy. The Group has upgraded from a traditional beauty industry retailer to a global e-commerce company, and is committed to provide consumers with international general merchandise products and professional services, as well as to provide the best quality of e-commerce services for Hong Kong small and medium-sized enterprises.

Bonjour Technology, supported by the industrial digital innovation platform, has developed major businesses such as big data integration, industrial innovation incubation service, and science and technology investment, providing Hong Kong's incubation of science and technology with platform support through the accumulation of various innovative resources, which in turn helps realise the industrialization of scientific and technological achievements, and realizing the strategic policy of Hong Kong industry going global.

The Framework Agreement aims to promote all-round cooperation between both parties in areas such as upgrading and transformation of Hong Kong's traditional industries, the transformation of scientific and technological achievements, the innovation and entrepreneurship of the Guangdong-Hong Kong-Macao Greater Bay Area, and industrial funds. The Framework Agreement also reflects the consensus of both parties to seize the policy dividend, carry out business optimization, and strengthen the coordination mechanism to bring significant opportunities for both parties to the agreement in terms of industrial innovation and scientific and technological innovation in China and Hong Kong and the restructuring of Hong Kong's business. The Board believes that the Framework Agreement will further promote the Company's continuous innovation, enhance profitability, and bring considerable returns for the Shareholders.

GENERAL INFORMATION

The Framework Agreement contains certain legally binding terms such as confidentiality, rights of the agreement, modification or supplement of the agreement, validity of the agreement, applicable laws and dispute resolution and arbitration. Other than the aforementioned, the other terms of the Framework Agreement are not legally binding, nor do they constitute any basis for the parties to the agreement to bring any claim for the other party's breach of contract or other legal liabilities.

The specific businesses cooperation involved in the Framework Agreement are subject to the execution of separate business contracts between the parties. The validity period of the Framework Agreement is 3 years.

To the best of the knowledge, information and belief of the Directors having made all reasonable enquires, China Resources Capital 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**”). The Company will make such further announcements in respect of the possible business cooperation as and when appropriate in accordance 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, 14 September 2021

As at the date of this announcement, the Board comprised Mr. Chen Jianwen, Mr. Wan Yim Keung, Daniel, 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.