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Bonjour Holdings Limited **卓悦控股有限公司**

(Incorporated in the Cayman Islands with limited liability)

(Stock Code: 653)

VOLUNTARY ANNOUNCEMENT **MEMORANDUM OF UNDERSTANDING**

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.

MEMORANDUM OF UNDERSTANDING

The board (the “**Board**”) of directors (the “**Directors**”) of the Company is pleased to announce that on 29 June 2022, 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 Memorandum of Understanding (“**Memorandum of Understanding**”) with Loving Home Foundation Ltd. (家園基金有限公司) (“**Loving Home Foundation**”) and Runnovation Limited (潤維創坊有限公司) (“**Runnovation**”), which represents a preliminary understanding between Bonjour Technology, Loving Home Foundation and Runnovation in relation to a potential cooperation (“**Potential Cooperation**”). The completion of the Potential Cooperation is subject to a formal service agreement being entered into between the parties.

According to the Memorandum of Understanding, Bonjour Technology, Loving Home Foundation and Runnovation unanimously agreed to promote comprehensive cooperation partnership between the three parties, so as to complement each other’s strengths, to achieve mutual benefits and win-win outcome, and together develop opportunities that are functional complementary to each other, which mainly include:

1. The Company intend to provide all-round technology support, including maintenance, upgrade and transformation for local convenience stores operated under the Loving Home Foundation by way of donation;
2. To promote digital transformation of social welfare organisations in Hong Kong;
3. To enhance the business models of the three parties, such as new economy industries, technology innovation and transformation, as well as to promote the development of local industries in Hong Kong and benefit the underprivileged community.

INFORMATION OF RUNNOVATION

Runnovation is a wholly-owned subsidiary of China Resources Capital Management Limited, and it is a platform for integrated urban development management and industrial innovation. Through resource matching and platform sharing, Runnovation provides a full range of comprehensive services for traditional and incubated enterprises at home and abroad.

INFORMATION OF LOVING HOME FOUNDATION

Loving Home Foundation is a company incorporated in Hong Kong Special Administrative Region of the People's Republic of China, and operate a not-for-profit chain of convenience stores under the brand of "Home Market" for poverty relief purposes.

REASONS FOR AND BENEFITS OF THE MEMORANDUM OF UNDERSTANDING

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 Memorandum of Understanding aims to promote the upgrade and transformation of local industries service to the community in Hong Kong, the transformation of technology innovations, benefit the general public and provide effective services for the grassroots citizens. The three parties agreed to enter comprehensive cooperation, carry out organisation transformation, strengthen the synergy mechanism for conducting industrial and technology innovation, which will bring significant opportunities. The Board believes that the Memorandum of Understanding will further promote the sustainable development and steady growth of the Company, provide profitability and bring considerable returns for the Shareholders.

GENERAL INFORMATION

The Memorandum of Understanding 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 Memorandum of Understanding 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 Memorandum of Understanding are subject to the execution of the separate service cooperation agreement between the parties.

To the best of the knowledge, information and belief of the Directors having made all reasonable enquires, each of Loving Home Foundation and Runnovation 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, 30 June 2022

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