

INTERIM REPORT 中期業績報告

2024

卓悦 控股有限公司  
BONJOUR Holdings Limited  
Hong Kong Stock Code 653



香港猫  
HongKong Mall

Incorporated in the Cayman Islands with Limited Liability  
於開曼群島註冊成立之有限公司  
Stock Code 股份代號：653



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## 卓悅新一頁的香港故事

疫情期間，香港貿易及零售業的疲弱暴露了香港傳統實體零售業面臨的困境和挑戰，以自由行旅客為銷售主體的美妝零售服務體系更是需要新的增長動力。面對發展迅速的超大型數字化電商平台，卓悅踏實地接受了新的挑戰，投資建立以服務為核心的全球跨境電商平台「香港貓」。

跨越地域和時間，打破距離與時限，現在的卓悅已能通過「香港貓」實現與全球現有電商環境中大多數國家及地區之間的跨境交易，不再僅僅依靠立足旺角、尖沙咀、銅鑼灣及中環等的傳統自由行購物區的零售業務，而是聯通全球、升級轉型為以跨境電商平台為主的多元化全球銷售業務。

而卓悅集團新的業務發展形式也徹底提升，從電商賣貨到現在服務全球商家賣貨平台。我們投入大量資源將「香港貓」的BBC為主的基本線上銷售業務形態，升級至由平台提供打通全球供應鏈業務SBBC為主的貿易服務形態。平台的提升讓「香港貓」銷售的商品由初時的4,000多個sku增加至服務全球供應鏈近

70萬個sku分類；商品分類更以13個大分類，細化成355個小分類，與全球約70多家支付媒介(Payment Gateway)公司及中港跨境物流公司連結，所提供跨境銷售服務已涵蓋超過30個國家和地區：英國、歐盟、美加、澳紐、東南亞、土耳其、中東、中亞、本地及內地市場；為商家及消費者提供更具體清晰化的交易購物體驗。

## 「香港貓」一路成長賦能跨境業務

憑著卓悅過往累積的品牌優勢，「香港貓」平台新增了「卓悅奧特萊斯全球免稅集團」的跨境保稅銷售業務，為商家提供一個「共建+共享」場地。透過與旅遊商會合作，讓商家從另一視角去檢視產品的銷售反應、體驗會員系統服務等，以更好的以線上與線下營運相互融合營運模式，提升購物體驗和滿足消費者的需求。

隨著跨境電商的迅速發展，善用保稅區的跨境銷售模式越來越受到香港及全球商家的青睞。「香港貓保稅倉業務」致力於為全球商家在保稅區域內開展跨境



電商銷售提供全面解決方案，能為香港及全球商家提供稅收、物流、倉存等一站式跨境保稅管家服務，有效降低跨境銷售的成本和風險。

今年「香港貓」踏入成長期，推動瑞士品牌 SUISSE REBORN與長沙湖南廣電芒果超媒旗下「快樂購」合作，透過其電視、手機APP平台，向內地客戶推廣產品亦是作為國內推廣的第一步。

## 攜手寫下卓悅新一章

憑藉30餘年的歷史經營，卓悅擁有在香港美妝零售業務享有極高知名度的優勢，在實踐全新的「科技+消費」發展道路上，卓悅會不斷創新亦將持續保持及強化我們的品牌優勢：「香港貓」、「卓悅科技」、「美顏與大健康產業」及「創新產業」的四輪業務協同優勢，以「全球好貨賣全球」為目標，繼續發展「交易+貿易」平台。

作為集團主席，我堅信我們正在正確的未來發展道路上穩步前行。由最初的「小嘗試」到現今的「大抱負」，再到現在的成功的全球跨境電商「交易+貿易」

平台。我相信「香港貓2.0」可在未來向商家提供超越傳統的、全新的、全數字化的精益營運及管理模塊及多元化的精準營銷服務模塊，並持續優化消費者購物體驗。我深知這一切有賴公司的所有股東在發展方向上的支持、董事會全體董事及公司顧問的全力配合，卓悅所有同事、所有合作夥伴、供應商及「香港貓」上的各個商家的信任，我代表集團再次衷心感謝大家的支持與付出。

我期待，卓悅未來能夠憑藉自身力量，賦能商家及中小企業，帶動消費者及企業的幸福感，進一步強化香港獨特的自由港及跨境貿易服務中心的地位，為香港經濟發展貢獻自身力量，一同向全球講好香港故事。

**陳健文**  
主席



## A New Chapter for Bonjour in Hong Kong

During the pandemic, the sluggishness in Hong Kong's trade and retail sectors exposed the challenges facing traditional physical retail, particularly in the beauty industry, which relied heavily on free individual travelers. In response to the rapid growth of large digital eCommerce platforms, Bonjour embraced new challenges by investing to establish "HKMall", a global cross-border eCommerce platform centered around service.

By surpassing geographical and temporal barriers, Bonjour can now facilitate cross-border transactions with most countries and regions through HKMall. This evolution marks a transformation from relying solely on traditional free individual travelers shopping districts in Mong Kok, Tsim Sha Tsui, Causeway Bay, and Central, to a diversified global sales model focused primarily on cross-border eCommerce platform.

The Bonjour Group has transformed its new business model from direct eCommerce sales to serving a global platform for merchants. We have invested significant resources to upgrade HKMall from a basic online sales model BBC to a trade service model SBBC that integrates global supply chains. This enhancement has expanded the product range from over 4,000 sku to nearly 700,000

sku, categorized into 13 major categories and 355 subcategories. We have partnered with over 70 payment gateway companies and cross-border logistics firms, providing services that now cover more than 30 countries and regions, including the UK, EU, North America, Australia, New Zealand, Southeast Asia, Turkey, the Middle East, Mainland China and local market, thereby enhancing the shopping experience for both merchants and consumers.

## HKMall – Growing to Empower Cross-Border Business

Leveraging Bonjour's established brand advantages, the HKMall platform has introduced the cross-border bonded sales business of "Bonjour Global Duty Free Outlet" providing a collaborative space for merchants. By partnering with tourism associations, we enable merchants to analyse product sales responses and experience membership services from a fresh perspective, enhancing the integration of online and offline operations to improve shopping experiences and meet consumer needs.

As cross-border eCommerce rapidly develops, the bonded sales model is increasingly favored by merchants in Hong Kong and globally. The "HKMall Bonded Warehouse" business is dedicated to providing



comprehensive solutions for global merchants in bonded areas, offering one-stop services for taxation, logistics, and warehousing, effectively reducing costs and risks associated with cross-border sales.

This year, HKMall has entered a growth phase, promoting the Swiss brand SUISSE REBORN in collaboration with Hunan Broadcasting's "Mango Excellent Media" through its shopping channel "Happigo" TV and mobile app platforms, marking a significant step in promoting products to mainland customers.

## Writing a New Chapter For Bonjour Together

With over 30 years of experience, Bonjour possess a strong reputation in Hong Kong's beauty retail sector. As we navigate this new "Technology + Consumption" development path, we will continue to innovate while strengthening our brand advantages across four collaborative business areas: "HKMall", "Bonjour Technology", "Beauty and Health Industries", and "Innovative Industries". Our goal remains to "Sell Quality Global Products Worldwide" while further developing our "Transaction + Trade" platform.

As Group Chairman, I am confident that we are steadily advancing on the right path for future

development. From initial "humble beginnings" to our current "grand ambitions", we are now a successful global cross-border eCommerce "Transaction + Trade" platform. I believe that "HKMall 2.0" will provide merchants with a new, fully digitized operational model and diverse, precise marketing services, continually optimizing the consumer shopping experience. This progress relies on the support of our shareholders, the collaboration of our board of directors and company advisors, and the trust of all Bonjour employees, partners, suppliers, and merchants on HKMall. I sincerely thank everyone for their support and contributions.

I look forward to Bonjour empowering merchants and SMEs, enhancing the happiness of consumers and businesses, and further strengthening Hong Kong's unique position as a free port and cross-border trade service center. Together, we will contribute to Hong Kong's economic development, and share its vibrant story with the world!

**Chen Jianwen**  
Chairman



**陳健文先生JP**  
**Mr CHEN Jianwen**主席兼執行董事  
Chairman and Executive Director

陳先生在商界多個領域的企業管治、營銷策略、產業整合、價值重構擁有豐富經驗，尤其於傳統企業的數字化管理系統有超過二十年的創新經驗。

自2020年開始，陳先生出任卓悅控股董事會主席，開始著手將卓悅集團升級轉型為「科技+消費」的產業創新平台。2021年陳先生創立「香港產業創新中心HKIIC」，致力為傳統產業投入數字化轉型及科技創新元素，設計全新商業模式、服務和收入來源，促進行業開放共享，構建產業生態。

陳先生洞悉企業病症、痛點和窘境，以「企業醫生」角色，設計出系列企業數字化管理工具，輔助企業重構戰略規劃、營運管理、業務生態及營銷發展之整體架構，掌握面對數字化挑戰之能力和相應的管治框架。

Mr Chen has extensive experience in corporate governance, marketing strategy, industrial integration and value reconstruction in various fields of the business community. In particular, he has more than 20 years of experience in innovating digitalized management systems for traditional enterprises.

Since 2020, Mr Chen has served as the Chairman of the Board of Directors of Bonjour Holdings, and started to upgrade Bonjour Group into an industrial innovation platform of "technology + consumption". In 2021, Mr Chen founded "Hong Kong Industry Innovation Centre (HKIIC)", which is committed to putting digital transformation and technological innovation elements into traditional industries, customizing new business models, services and revenue sources, promoting industry openness and sharing, and building an industrial ecology.

Mr Chen has an insight into the problems, pain points and difficulties of enterprises. As an "enterprise doctor", he has designed a series of digital management tools to help enterprises reconstruct their overall structure of strategic planning, operations management, business ecology and marketing development, and master the ability to tackle digital challenges and the corresponding governance framework.



**尹焯強先生 (已故)**  
**Mr WAN Yim Keung Daniel (Deceased)**

副主席兼執行董事  
Vice-Chairman and Executive Director

尹先生為本公司多家附屬公司之董事，同時為薪酬委員會及提名委員會各委員會之成員，主要負責本公司的業務發展。尹先生持有香港中文大學工商管理學士學位及威爾斯大學工商管理碩士學位。彼為香港執業會計師及特許公認會計師公會資深會員、英格蘭及威爾斯特許會計師公會會員。

尹先生於金融財務界擁有豐富經驗，並在高級管理職位上任職逾26年。自2019年6月，獲委任為新天綠色能源股份有限公司（股份代號：0956）之非執行董事及海富國際金融控股集團有限公司的行政總裁。加入海富前，曾為瑞安房地產有限公司（股份代號：00272）的董事總經理兼財務總監及東亞銀行有限公司（股份代號：0023）的總經理兼集團財務總監。

尹先生於2024年8月27日逝世，並於2024年8月28日停任本公司副主席兼執行董事。

Mr Wan is a director of a number of subsidiaries of the Company. He is a member of the remuneration committee and the nomination committee of the Company as well, mainly responsible for the business development of the Company. Mr Wan obtained his bachelor's degree in business administration from The Chinese University of Hong Kong and his master degree in business administration from the University of Wales. He is a Certified Public Accountant in Hong Kong, a fellow member of The Association of Chartered Certified Accountants and also a member of the Institute of Chartered Accountants in England and Wales.

Mr Wan has extensive experience in the financial industry with over 26 years in senior management position. Since June 2019, Mr Wan has been appointed as a non-executive director of China Suntien Green Energy Corporation Limited (stock code: 0956) and the chief executive officer of Haifu International Finance Holding Group Ltd. Prior to joining Haifu, he was the managing director and chief financial officer of Shui On Land Ltd. (stock code: 00272) and the general manager and group chief financial officer of The Bank of East Asia, Ltd. (stock code: 0023).

Mr Wan passed away on 27 August 2024, and ceased to act as Vice-Chairman and Executive Director on 28 August 2024.





**趙麗娟女士MH JP**  
**Ms CHIUI Lai Kuen Susanna**

執行董事兼首席財務官  
Executive Director and  
Chief Financial Officer

趙女士於會計、商業管理及營運方面擁有豐富經驗。彼畢業於英國謝菲爾德大學，獲得經濟學一級榮譽學士學位，並於香港中文大學取得行政人員工商管理碩士學位。趙女士為香港會計師公會資深會員、英格蘭及威爾斯特許會計師公會會員、國際信息系統審計師及中國註冊會計師。

自2001年至2006年擔任國際資訊系統審計協會（中國香港分會）主席，並於2013年擔任香港會計師公會會長。趙女士目前於中海油田服務股份有限公司（股份代號：2883），中國職業教育控股有限公司（股份代號：1756）及上海加冷松芝汽車空調股份有限公司（深圳A股：002454）擔任獨立非執行董事。同時亦為南洋商業銀行有限公司的獨立非執行董事。

自2006年至2019年，曾擔任利豐集團多家成員公司的高級副總裁、集團華東區首席代表及顧問。趙女士於2013年獲香港特區政府頒授榮譽勳章，2017年獲頒授太平紳士。趙女士屢獲殊榮包括2014年「傑出專業女性大獎」、2017年「傑出商界女領袖獎」、及2021年度「大灣區傑出女企業家獎」；也是現屆上海市政協委員及國家財政部香港會計諮詢專家。

Ms Chiu has extensive experience in accounting, business management and operations. She graduated with a bachelor's degree with first class honours in economics from the University of Sheffield in the United Kingdom and obtained an executive master of business administration degree from The Chinese University of Hong Kong. Ms Chiu is a fellow member of the Hong Kong Institute of Certified Public Accountants, a member of the Institute of Chartered Accountants of England and Wales, a certified information systems auditor and a member of the Chinese Institute of the Certified Public Accountants.

She was the president of the Information Systems Audit and Control Association (China Hong Kong Chapter) from 2001 to 2006, and the president of the Hong Kong Institute of Certified Public Accountants in 2013. Ms Chiu is currently an independent non-executive Director of China Oilfield Services Limited (stock code: 2883), China Vocational Education Holdings Limited (stock code: 1756) and Songz Automobile Air Conditioning Co. Ltd., (Shenzhen A-Share stock code: 002454). Ms Chiu is also an independent non-executive director of Nanyang Commercial Bank Limited.

From 2006 to 2019, she served as a senior vice president, Group Chief Representative (Eastern China) and consultant in various member companies of the Li & Fung Group. Ms Chiu was awarded the Medal of Honor by the Government of the HKSAR in 2013 and a Justice of the Peace in 2017. Ms Chiu received numerous titles including the "Outstanding Women Professionals" Award in 2014, the "Outstanding Business Woman" in 2017 and the "Outstanding Female Entrepreneur in the Greater Bay Area" Award in 2021. She is currently also a member of Shanghai People's Political Consultative Conference and Accounting Consultation Expert of China's Ministry of Finance.



**黃耀明先生**  
**Mr WONG lu Ming**

行政總裁兼公司秘書  
Chief Executive Officer and  
Company Secretary

黃先生為本公司多家附屬公司之董事。黃先生為香港會計師公會資深會員。同時亦擔任海富國際金融控股集團有限公司的執行董事兼副行政總裁，鷹諾全球有限公司的董事及善寧會的執行委員會成員。黃先生曾擔任市區重建局內部審計總經理，亦於香港公共機構及國際企業集團的風險控制、財務及行政、內部審計方面擁有豐富經驗。

Mr Wong is a director of a number of subsidiaries of the Company. Mr Wong is a fellow member of The Hong Kong Institute of Certified Public Accountants. He is also currently an executive director and deputy chief executive officer of Haifu International Finance Holding Group Ltd., a director of Innogy Global Limited and a member of executive committee of The Society for the Promotion of Hospice Care. Mr Wong had been a general manager of Internal Audit of Urban Renewal Authority, and also has extensive experience in risk controls, finance and administration, internal audit among sizable Hong Kong public bodies and multinational conglomerates.



**郭志成先生**  
Mr KWOK Chi Shing

獨立非執行董事  
Independent Non-executive Director

郭先生為本公司審核委員會主席以及薪酬委員會及提名委員會成員。郭先生現為香港執業會計師；於1986年7月取得英國亞伯丁大學經濟及會計學文學碩士學位。自1991年1月起為香港會計師公會資深會員及自1989年11月起為蘇格蘭特許會計師公會會員。

Mr Kwok is the chairman of the audit committee, and a member of the remuneration committee and the nomination committee, of the Company. Mr Kwok is currently a certified public accountant in Hong Kong. Mr Kwok obtained a degree of Master of Arts in Economics with Accountancy from The University of Aberdeen in U.K. in July 1986. He has been a fellow member of the Hong Kong Institute of Certified Public Accountants since January 1991 and a member of the Institute of Chartered Accountants of Scotland since November 1989.



**李冠群先生**  
Mr LEE Kwun Kwan

獨立非執行董事  
Independent Non-executive Director

李先生為本公司薪酬委員會主席及審核委員會成員。李先生為香港保險行業資深從業人員，於1986年取得香港大學文學學士學位及於2003年取得嶺南大學工務管理碩士學位。自2005年至2006獲委任為香港人壽保險經理協會有限公司會長，自2007年至2011年獲委任為職業訓練局保險業訓練會委員，自2011年至2014年獲委任為Insurance and Financial Practitioners Alliance之創辦人及第一召集人；自2012年至2016年獲委任為香港政府財經事務及庫務局之保險業諮詢委員會委員；自2014年至2019年獲委任為香港人壽保險從業員協會有限公司副會長。

李先生亦自2007年起獲委任為香港管理專業協會之保險管理委員會委員；自2011年起獲委任為國際資產規劃師協會會長，自2014年9月起獲委任CEPA商機發展聯合會資產管理委員會副會長；及自2019年8月起獲委任為壽險行業規管與發展關注組之副召集人。

Mr Lee is the chairman of the remuneration committee and a member of the audit committee of the Company. Mr Lee is veteran in the insurance industry of Hong Kong. Mr Lee obtained a Bachelor of Arts degree in the University of Hong Kong in 1986 and Master of Business Administration degree in Lingnan University in 2003. Mr Lee had been appointed, from 2005 to 2006, as the President of the General Agents and Managers Association of Hong Kong Limited, from 2007 to 2011, as the member of Insurance Training Board of Vocational Training Council, from 2011 to 2014, as the Founder and First Convener for the Insurance and Financial Practitioners Alliance, from 2012 to 2016, as the member for the Insurance Advisory Committee in the Financial Services and the Treasury Bureau of the Hong Kong Government, and from 2014 to 2019, as the Vice President of The Life Underwriters Association of Hong Kong Limited.

Mr Lee is also the Committee Member of Insurance Management Committee of The Hong Kong Management Association since 2007, the President of the International Asset Planner Association since 2011, the Vice President of Asset Management Committee, CEPA Business Opportunities Development Alliance since September 2014, and the Deputy Convener in the Insurance Industry Regulatory & Development Concern Group since August 2019.



**甄灼寧先生**  
Mr YAN Sherman Chuek-ning

獨立非執行董事  
Independent Non-executive Director

甄先生為本公司提名委員會主席及審核委員會成員。甄先生現為香港執業律師及國際公證人，亦為柯伍陳律師事務所之主管合夥人；畢業於倫敦大學，獲得法學學士學位及南安普頓大學法學碩士學位。

Mr Yan is the chairman of the nomination committee and a member of the audit committee of the Company. Mr Yan is currently a practicing solicitor and a Notary Public in Hong Kong. He is also the Managing Partner of ONC Lawyers. Mr Yan graduated from the University of London with a bachelor's degree in laws and the University of Southampton with a master's degree in laws.

## 1991

開業於佐敦，其後搬遷到花園街，正式為人所熟悉。

Since our first launch in Jordan, and moving to Fa Yuen Street in Mong Kok afterwards, the Bonjour brand has steadily gained recognition.

## 2005

設立網頁www.bonjourhk.com為消費者提供網上購物平台。

www.bonjourhk.com was established to provide online shopping platform for customers.



## 2019

卓悅參與香港零售管理協會舉辦的「優質網店認證計劃」，我們的購物網上商店通過嚴謹客觀的評審，並獲得「優網店」認證標誌，有效加強顧客網上購物的信心。

Bonjour participated in the "Quality E-Shop Recognition Scheme" organised by Hong Kong Retail Management Association (HKRMA). Our e-shop has passed the comprehensive and objective assessment and was awarded for a "Quality E-Shop Recognition Logo", which could effectively enhance customers' confidence in online shopping.



## 2003

在香港聯合交易所主板上市（上市編號：653），股份獲17倍超額認購，從此奠定卓悅在香港美容化妝品行業的先驅地位。

Bonjour was listed on the Main Board of The Stock Exchange of Hong Kong (Stock Code: 653), receiving 17 times oversubscription for its initial public offering. It secured the foundation of Bonjour's leading status in the beauty and cosmetics industry in Hong Kong.

## 2015

集團於11月正式將寫字樓總部由土瓜灣喬遷往荃灣，更大的樓宇面積及配套設備，讓集團的中央管理及物流管理更趨優化。

In November, the Group's headquarters were officially moved from To Kwa Wan to Tsuen Wan – utilising a larger floor area and enhanced facilities in order to centralise operations and optimise logistics services.



## 2020

由年初新冠疫情至今，集團提供超過2,000萬個超低價口罩抗疫，獲超過17家媒體報導，並獲Sparkle Hong Kong專業團隊選為最具社會責任的上市公司之一。

Since the outbreak of the pandemic, The Group has supplied over 20 million face masks at affordable prices which gained coverage from over 17 media and was awarded as one of the listed companies fulfilling CSR in Hong Kong by Sparkle Hong Kong.





## 2020.3.31

卓悅微商城正式啟動，強化線上營銷，讓顧客在疫症期間足不出戶亦可安心購物。

Bonjour WeChat Mall was officially launched to develop and strengthen its online sales – allowing customers to shop online at the convenience of staying at home during the pandemic.

## 2020.6.12

卓悅新零售創新中心於卓悅大廈創建了一間佔地10,000多平方呎的新零售概念店「美魔」，帶來全新的購物體驗。

Bonjour New Retail Innovation Center established a new retail concept store “MEI MALL” with an area of more than 10,000 square feet at Bonjour Building to create a whole new shopping experience.



## 2020.11.24

集團成為數碼港企業網絡(CEN)最高級別會員，與數碼港企業網絡其中5間進行商業活動配對簽定合作協議。

The Group became one of the highest-level members of the Cyberport Enterprise Network (CEN). We preliminarily signed cooperation agreements with five of the above companies.

## 2020.5.25

創建卓悅KOL直播間，可提供9個網上平台同時直播。直播平台包括：facebook、YouTube、Instagram、Bonjour Global、卓悅全球購、卓悅海淘、天貓、考拉、京東。

KOL live streaming studio was established at Bonjour Building, which can support simulcast at 9 different platforms, including: facebook, YouTube, Instagram, Bonjour Global, Bonjour Quan Qiu Gou, Bonjour Hai Tao, Tmall, Kaola and JD.com.



## 2020.9.11

集團投資一間註冊於新加坡初創企業Evolut Holdings Pte. Ltd.，旨在配合業務發展及把握電子商務於亞洲市場快速增長所帶來的機遇。

The Group invested in Evolut Holdings Pte. Ltd., a start-up company registered in Singapore, to develop its own business and grasp the opportunities brought by the rapid growth of eCommerce in the Asian market.

## 2021.3.27-28

香港貓直播團隊獲領展邀請到樂富廣場參與一連兩天「周末玩盡直播帶貨」活動，直播團隊於直播中介紹樂富廣場的戶外活動設施及小市集，並與現場觀眾進行互動。

The live stream team of HongKong Mall was invited by LINK to participate in the two-day “weekend live-streaming eCommerce” event at Lok Fu Place where the live stream team introduced the outdoor facilities and small marketplace at Lok Fu Place in the live streaming process and interacted with audience on the site.





## 2021.4.28-5.2

香港貿發局邀請香港貓直播團隊於「時尚購物展」特設的KOL直播室進行共8場直播帶貨，同時協助展商開拓網上商機，產品亦於「香港貓」網上平台實時售賣。

The live stream team of HongKong Mall was invited by the Hong Kong Trade Development Council to participate in the live-streaming of "Fashion Shopping Exhibition" to help exhibitors expand online opportunities.



## 2021.5.22

香港貓直播團隊獲邀為數碼港初創企業舉辦一連舉辦8場直播，吸引了Roborn, FutureNow及I STEM等12家數碼港科技企業參與。

The live-streaming team of HongKong Mall was invited to participate in the live-streaming event for the startups in Cyberport, attracting 12 technology companies including Roborn, FutureNow and ISTEM.



## 2021.7.25

集團贊助總值50萬元現金券予「油尖旺購物節重振地區經濟」活動，與3,500家販商合作推動『科技+消費』的營運模式，幫助販商由舊業態轉型至新零售。

The Group sponsored a total of HKD500,000 cash coupons to "Yau Tsim Mong Shopping Festival, Revitalize the Regional Economy". It cooperated with 3,500 vendors to vigorously promote the "technology + consumption" operation model, and helped vendors in transforming from traditional business models to new retail.



## 2021.5.4

集團旗下一卓悅科技服務有限公司與香港華為國際有限公司，簽署發展戰略合作協議。在華為雲的協助下，推動發展新零售科技服務的創新應用，並支持零售業轉型及持續發展。

Under the Group – Bonjour Technology Services Limited entered into a strategic cooperation memorandum with Huawei International Co. Limited. With the assistance of Huawei Cloud, It will promote the development of innovative applications of new retail technology services and support the transformation and sustainable development of the retail industry.



## 2021.6.16

集團旗下一卓悅科技服務有限公司與中國移動香港有限公司，簽署5G零售融合發展合作框架協議。雙方將以各自領域專長下互助互利共贏。

Under the Group – Bonjour Technology Services Limited entered a strategic cooperation memorandum with China Mobile Hong Kong Company Limited pursuant to which, the cooperation between the two parties will be based on respective professional expertise to promote mutual benefit and achieve win-win results.



## 2021.8.2

集團贊助香港獅子山青年商會之「KOL·夢起航」活動，支持青年人追夢，實現0元電商創業。

The Group sponsored the "KOL Dream · Set Sail" event of Lion Rock Junior Chamber to support young people in pursuing their dreams through eCommerce without any startup costs.



**2021.9.14**

集團旗下一卓悅科技發展有限公司與華潤資本管理有限公司簽署合作框架協議，推動香港傳統產業升級轉型，促進科技、資本及產業於大灣區發展。

Under the Group – Bonjour Technology Development Limited and China Resources Capital Investment Management Limited signed a strategic cooperation memorandum, driving the upgrade and transformation of traditional industries in Hong Kong, and promoting the technology, capital, and industry in the Greater Bay Area.



**2021.11.4**

數字化轉型獲肯定，卓悅控股有限公司從芸芸優質上市公司中脫穎而出，獲得香港股票分析師協會頒發「上市公司年度大獎2021」。

With its well-recognized achievements in digital transformation, Bonjour Holdings Limited has differentiated itself from many quality listed companies and won the "Outstanding Listed Companies Award 2021" granted by the Hong Kong Institute of Financial Analysts and Professional Commentators.



**2021.12.6**

集團主席陳健文受邀出席「香港經濟峰會2022」，以「十四五規劃·經貿雙循環」為主題作分享傳統企業如何融入數字經濟，並與時任行政長官林鄭月娥女士，及各政商界嘉賓探討香港在國家整體的發展。

Mr. CHEN Jianwen, Chairman of the Group, was invited to participate and sharing in the "Hong Kong Economy Summit 2022", discuss the role of development of Hong Kong in China with Mrs Carrie Lam Cheng Yuet-ngor, the then Chief Executive of the HKSAR and guests from political and business circles.



**2021.10.29**

卓悅科技聯同阿里雲獲得由香港零售科技商會頒發的零售商組別「最佳零售創新—科技應用大獎」，彰顯了集團在數碼轉型上已成為香港零售科技界的典範。

Bonjour Technology together with Alibaba Cloud, won the "Best Retail Innovation – Technology Application Prize" for retailer group granted by the Hong Kong Retail Technology Industry Association.



**2021.12.2**

卓悅科技憑藉持續產業創新及堅定「科技+消費」數字化新零售應用科技的開發，榮獲由etnet舉辦、數碼港協辦的「2021智慧生活夥伴大獎」之「傑出智慧零售全方位應用方案」獎項。

Bonjour Technology won the prize for "Outstanding All-round Smart Retail Application Solutions" of the "Smart Living Partnership Awards 2021" sponsored by etnet and co-sponsored by Cyberport, benefited from its continuous industrial innovation and focus on developing technologies for application in the digital new retail for "technology + consumption".



**2021.12.9**

經集團提名，執行董事趙麗娟女士榮獲由香港中小型企業聯合會舉辦的大灣區傑出女企業家獎，該獎項旨在表彰於粵港澳大灣區出類拔萃的女性企業家，肯定其對地域發展的貢獻。

Being nominated by the Group, our Executive Director Ms Chiu Lai Kuen Susanna was awarded the GBA Outstanding Women Entrepreneur Award. This award was to honour outstanding women entrepreneurs in the Greater Bay Area, and to acknowledge their contributions to the development of the area.



## 2022.3.23

集團旗下一卓悅科技與百本及香港教育工作者聯會共同簽署戰略合作協議。

Under the Group – Bonjour Technology signed a strategic cooperation memorandum with each of Bamboos Education and Hong Kong Federation of Education Workers.



## 2022.6.29

卓悅科技、華潤資本管理有限公司及家園基金有限公司簽訂合作備忘錄，在社福領域建立戰略合作夥伴關係。

Bonjour Technology, China Resources Capital Management Limited and Loving Home Foundation signed a strategic cooperation memorandum.

集團達成重大出售事項，與華潤資本共同成立的基金出售並租回卓悅大廈。本事項旨在令集團財務狀況更為穩健，以充裕資金流應付未來發展。

The Group has reached a Very Substantial Disposal, by selling the premises occupied as the Group's headquarters to a Fund established jointly with China Resources Capital Management. It is adamant that such disposal can mutually benefit both the Group and China Resources Capital Management, and embracing new opportunities together.



## 2022.6.17

首間品牌概念店「Suisse Reborn Aesthetics」開幕，緊接亦於各區開設「Suisse Reborn」品牌專門店及專櫃。

The first brand concept store "Suisse Reborn Aesthetics" was opened, followed by the establishment of "Suisse Reborn" brand-exclusive stores and counters in various districts.



## 2022.7.30

集團協助支持獅子山青年商會第二屆「KOL·夢起航」，提供多個直播渠道平台及專業KOL導師，再次鼓勵年青人投身電商直播事業。

The Group assisted and supported the second session of "KOL Dream Hunter" of the Junior Chamber International Lion Rock by providing multiple live streaming channels and platforms and professional KOL tutors, which once again encouraged young people to participate in eCommerce live streaming.



## 2022.8.11-15

香港貓參與香港貿易發展局「2022年美與健康生活博覽」，透過線上平台服務不同商戶，並為現場商戶進行網上直播。

HongKong Mall participated in the "Beauty and Health Expo 2022" organized by The Hong Kong Trade Development Council. Serving different merchants through the online platform and participate in the live-streaming.



**2022.9.22**

香港貓一站式網上平台獲「CSR 大灣區企業社會責任大獎」。 HongKong Mall's one-stop online platform was honored the "Award for Corporate Social Responsibility in Greater Bay Area".



**2022.9.30**

集團旗下一香港貓有限公司勇奪 BUSINESS INNOVATOR「年度星級卓越電商平台」獎項。 Under the Group - HongKong Mall Limited won the "Outstanding ECommerce Platform of the Year" granted by BUSINESS INNOVATOR.



**2022.11.25**

集團旗下一香港貓有限公司為「國際美容·教育·大健康博覽」，指定網上銷售直播平台，並獲得「傑出創業家」獎項。 Under the Group - HongKong Mall Limited was designated the online sales livestreaming platform for the "International Beauty, Education, Wellness Expo 2022" and won the "Awesome Entrepreneur" award.



**2022.9.28**

集團旗下一卓悅科技服務有限公司及香港貓有限公司向荃灣及葵青區校長會捐贈100套智慧積木。 Under the Group - Bonjour Technology Services Limited and HongKong Mall Limited donated 100 sets of smart building blocks to the Tsuen Wan and Kwai Tsing District Principals Association.



**2022.11.24**

集團全力支持推動「CIBE中國國際美博會戰略合作」，同日舉行美顏產業創新轉型及電商行業分享論壇。 The Group fully supported the promotion of "Strategic Cooperation of CIBE China International Beauty Expo", and held the sharing forum on the beauty industry innovation and transformation and eCommerce industry on the same day.



**2022.12.31**

集團獲香港旅遊發展局頒發「2022優質旅遊服務(銅獎)及傑出優質商戶獎」。 The Group was granted the "2022 Quality Tourism Service Award (Bronze) and Outstanding Quality Business Award" by Hong Kong Tourism Board.







## 2023.2.25

集團連續第三年支持獅子山青年商會「KOL·夢起航」，鼓勵青年人嘗試直播帶貨行業，以及推動電商事業發展。

The Group sponsored the "KOL Dream Hunter" event of Lion Rock Junior Chamber International for the third consecutive year to encourage young people in trying the live commerce industry and promoting the development of eCommerce.



## 2023.4.30

「香港貓」及「香港產業創新中心」贊助場地予覺行念慈基金會舉行「世界和平書法日」，並獲得SDG世界紀錄認為支持機構。

HongKong Mall and HKIIC sponsored venue to Cultivation of Mercy Charitable Foundation Limited for holding the "World Peace Chinese Calligraphy Day" event and received recognition as supporting organisation from SDG World Records.



## 2023.6.28

集團全力支持及推動「融入大灣區 助力雙循環」活動，鼓勵人才紮根灣區，促進國內外新經濟循環。

The Group fully supports and promotes the "Integration into the Greater Bay Area to "Support Dual Circulation Strategy - Integrate into the Greater Bay Area", and promotes the new economic cycle with domestic and foreign markets.



## 2023.4.1

集團旗下一香港貓有限公司，舉行首次實體線下活動「香港貓感謝祭一日韓篇」，與合作商戶互利共贏。

Under the Group - HK Mall Limited held the "HongKong Mall Thanksgiving Bazaar - Japan and South Korea", an offline physical activity, for the first time and conducted cooperation with partners to achieve mutual win-win.



## 2023.6.27

集團旗下一香港貓有限公司，與哈爾濱市女企業家協會簽署友好合作協議，推動企業雙方赋能合作。

Under the Group - HK Mall Limited signed a strategic cooperation memorandum with Harbin Women Entrepreneurs Association to promote cooperation among enterprises.



## 2023.8.6

集團獲經緯青年商會頒發「飛越品牌企業大獎 2023」。

The Group was granted the "Extraordinary Branding Awards 2023 - Corporate Excellence" by JCI Queenways.



**2023.9.17**

集團旗下一卓悅科技發展有限公司，與協創匯動有限公司簽署友好合作協議，推動香港文化旅遊品牌。

Under the Group – Bonjour Technology Development Limited signed a strategic cooperation memorandum with Teamwork Creative Events Limited, promote Hong Kong's cultural tourism brand.



**2023.11.21**

集團旗下一卓悅健康管理中心與藝人李日朗創辦「小小堂」，及多間國際醫療公司合作正式拓展大健康產業。

Under the Group – Bonjour Health & Wellness Medical Centre cooperate with 'My Little Face' by artist Don Li and a number of companies to formally expand the health industry.



**2024.03.05**

集團與廣州開發區投資集團有限公司，簽訂全面戰略合作備忘錄，推動跨境電商及青年於黃埔區創業支持。

The Group signed a strategic cooperation memorandum with Guangzhou Development District Investment Group Co., Ltd. to promote cross-border e-commerce and support youth entrepreneurship in the Huangpu District.



**2023.11.9**

集團獲香港股票分析師協會頒發「上市公司年度大獎2023」。

The Group was granted the "IFAPC Outstanding Listed Companies Award 2023" by IFAPC.



**2023.11.22**

集團旗下一卓悅科技發展有限公司，與Beosin Technology Limited 簽署友好合作協議，推動企業雙方賦能合作。

Under the Group – Bonjour Technology Development Limited signed a strategic cooperation memorandum with Beosin Technology Limited fostering cooperation between the two enterprises.



**2024.05.17**

集團附屬公司與湖南廣電芒果超媒旗下「快樂購」，簽訂戰略合作備忘錄，雙方共同合作優化業務影響力。

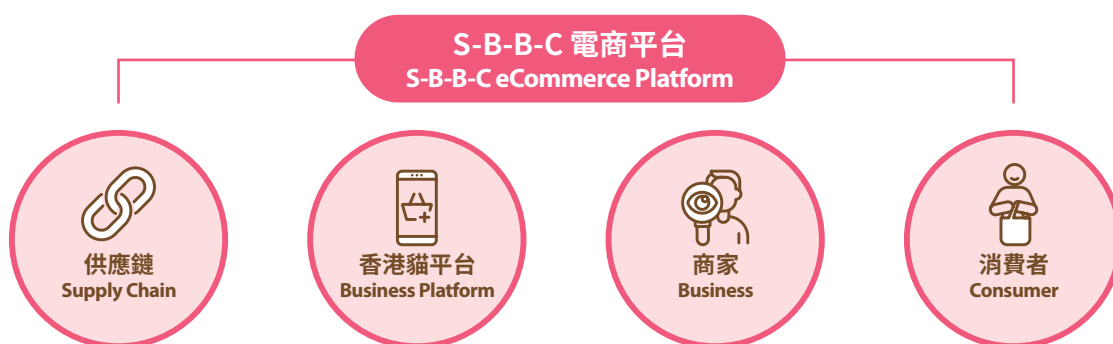
The Group's subsidiary signed a strategic cooperation memorandum with "Happigo" a subsidiary of Mango Excellent Media Co., Ltd. to jointly enhance business influence.

## 全球跨境電商 做好香港故事

### Actualizing Hong Kong's Success Stories with Global Cross Border eCommerce

香港貓利用數字化應用，服務供應鏈及品牌商對商家品牌和商品進行匹配。平台協助商家開設eshop及推廣品牌商品，令商品能夠從香港跨境銷往中國內地；同時將中國內地品牌商品，引入香港本地市場及跨境銷售至海外市場。

Making use of digital applications, HongKong Mall serves the supply chain and brand owners to match merchants' brands and goods. The platform assists merchants in opening e-shops and promote branded merchandise, so that goods can be sold cross-border from Hong Kong to Mainland China; at the same time, HongKong Mall introduces branded merchandise of Mainland China into the local market in Hong Kong and engage in cross-border sales to overseas markets.



## 輔助商家 達至雙贏

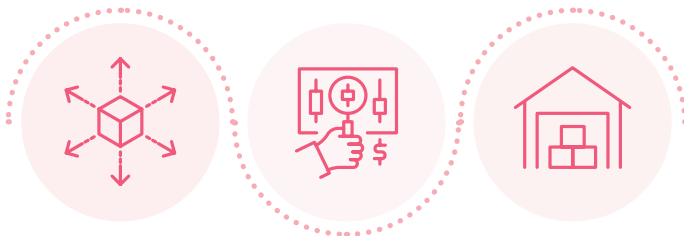
### Assisting Merchants In Achieving a Win-Win Situation

香港貓奉行「不成功，不收費」原則，每宗成功的交易訂單只收取3%服務費，以幫助商家達到降本增效為目標。香港貓亦為商家提供第三方服務，包括O2O營銷、B2B銷售、數據分析、多媒體製作、倉庫管理及物流。讓商家開拓國內及海外市場，讓商品流通全球，助商家走進雙循環格局。

香港貓為商家提供了一站式管理後台，讓商家能在短時間內將大量商品上架，更可透過各類型看版了解eshop實時情況。另外，香港貓亦為用戶提供了掃二維碼領優惠券功能，有助商家在各種渠道進行推廣活動，從而令商家的品牌商品知名度及銷量提升。在香港貓上架的商品已超過30萬款，當中包括護膚品、彩妝、電子產品、食品及保健品等。目前的會員人數已超過130萬。

HongKong Mall adheres to the principle of "No Success, No Charge" and only charges a service fee of 3% per successful transaction to help merchants achieve the goal of cost reduction and efficiency enhancement. HongKong Mall also provides third-party services for merchants, including O2O marketing, B2B sales, data analysis, multimedia production, warehouse management and logistics. It enables merchants to explore domestic and overseas markets and realize the global circulation of commodities, and to embark on a dual circulation framework.

HongKong Mall provides a one-stop management system for merchants, so that they are capable of rapidly uploading a large number of products, as well as providing real-time insights into the status of e-shops through various types of dashboards. In addition, HongKong Mall provides users with the function of scanning QR codes to receive coupons, which helps merchants carry out promotional activities in multi channels, thus increasing the awareness and sales volume of the branded goods of merchants. HongKong Mall has more than 300,000 SKUs on shelves, including skincare products, cosmetics, electronic products, food and health supplements, etc. To date, the number of members has exceeded 1.3 million.



## 香港貓提供多元化推廣渠道 讓商家與消費者的距離拉近

HongKong Mall Provides Diversified Promotion Channels to Bring Merchants Closer to Consumers

在2023年，香港貓參加了由香港貿易發展局舉辦的「美與健康生活博覽」活動，為商家提供了展示商品的機會。此外更舉行「香港貓感謝祭」，讓客人體驗完商品後，可即時在商家的eshop購物。在整個活動中，當中一戶商家的銷售金額高達20多萬港元。

香港貓作為本地的全球跨境電商平台，除了支持本地商家開設eshop外，更能讓商家透過香港貓平台的商家管理系統將業務走進數字化。從而進行更多、更有效的數字化營銷，進一步實踐精準銷售及精益管理。

In 2023, HongKong Mall participated in the "Beauty and Health Expo" organized by The Hong Kong Trade Development Council, providing merchants with opportunities to showcase their branded products. Customers can purchase immediately at the merchant's e-shops when they experience the merchandise. Throughout the event, one merchant sold more than HK\$200,000 on sales.

As a local cross-border e-commerce platform, HongKong Mall not only supports local merchants to set up e-shops, but also enables merchants to digitalize their business through the merchant management system of HongKong Mall. In this way, we will conduct more effective digital marketing, further implement precise sales and expand lean management of promotion efficiency.



▲ 香港貓參與香港貿易發展局主辦「2023年美與健康生活博覽」。 HongKong Mall participated in the "Beauty and Health Expo 2023" organized by The Hong Kong Trade Development Council.



▲ 香港貓舉行首次「香港貓感謝祭一日韓篇」線下活動。 HongKong Mall held the first offline activity "HongKong Mall Thanksgiving Days - Japan and South Korea".

## 線上線下聯動 發揮長遠潛力

Online and Offline Linkage to Realize Long-term Potential

現時，開設eshop已是商家對業務發展的重要元素，面對實體店經營成本高昂，客流受限於鋪面面積、地區及季節等因素，eshop成為了商家填補及平衡實體店的不足，令商品更有效、更廣泛地接觸更多潛在顧客，達至線下體驗，線上交易。展望將來，香港貓將保持積極態度擴大平台，從平台出發做好香港故事。

At present, the opening of e-shops has become an important element of business development for merchants. In the face of the high cost of physical stores, the customer traffic is limited by factors such as floor area, region and season, and e-shops merchants fill and balance the shortcomings of physical stores, so that the products can reach more potential customers more effectively and broadly, achieving offline experience and online transactions. Looking ahead, HongKong Mall will maintain a positive attitude to expand the platform and actualize Hong Kong's success stories.



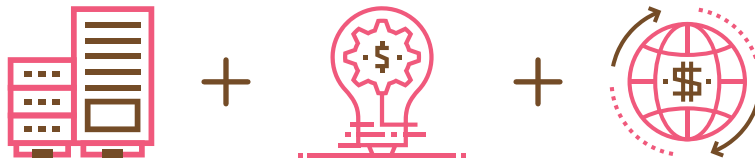
◀ 集團獲香港股票分析師協會頒發「上市公司年度大獎2023」。 The Group was granted the "IFAPC Outstanding Listed Companies Award 2023" by IFAPC.

## 跨產業實現數字運營一體化

### Digital Operation Integration Across Industries

卓悅科技發展有限公司旨在以數字化應用科技開發，以應用科技手段引領「科技+消費」的融合發展，通過「產業+科技+資本」建構新生態，推動企業數字化轉型、產業創新，以及降本增效。卓悅科技為企業提供多種數字化解決方案，通過平台能力與系統的整合，實現企業精準營銷和精益管理。

Bonjour Technology Development Limited aims to lead the integrated development of "technology + consumption" with digital application technology development and applied technology means, build a new ecology through "industry + technology + capital", promote the digital transformation of enterprises, industrial innovation, and reduce costs and improve efficiency. Bonjour Technology provides enterprises with a variety of digital solutions, and achieves corporate precision marketing and improves lean management through the integration of platform capabilities and systems.



## 賦能企業轉變創新

### Empowering Enterprises For Transformation And Innovation

卓悅科技為香港貓提供平台技術支援，通過香港貓平台，向企業提供O2O服務系統，助企業實現O2O數據運營一體化及互相引流。

同時，務求助力各行業的企業數字化轉型及產業創業，2023年建構餐飲管理系統，為餐飲業提供一系列的管理系統整合，當中涵蓋線上採購系統、雲價系統、倉庫管理系統、點餐系統、排隊系統、訂座系統等。

Bonjour Technology provides platform techBonjour Technology provides platform technical support for HongKong Mall, and provides enterprises with O2O service system through HongKong Mall to help enterprises achieve O2O data operation integration and mutual resource diversion.

At the same time, in order to help the digital transformation of enterprises in various industries and industrial entrepreneurship, a catering management system has been constructed in 2023 to provide a comprehensive integration of management systems for the catering industry, covering online procurement system, cloud pricing system, warehouse management system, ordering system, queuing system, reservation system, etc.



▲卓悅科技服務有限公司向荃灣及葵青區校長會捐贈100套智慧積木。  
Bonjour Technology donated 100 sets of smart building blocks to the Tsuen Wan and Kwai Tsing District Principals Association.

### 家園基金 | 卓悅科技 | 潤維創坊 三方合作備忘錄簽署儀式



▲卓悅科技、華潤資本管理有限公司及家園基金有限公司簽訂合作備忘錄。

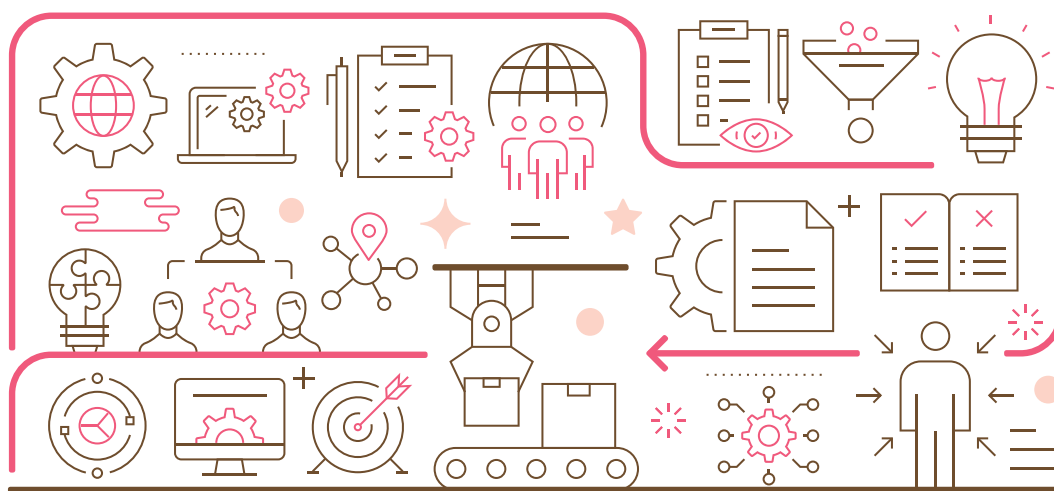
Bonjour Technology, China Resources Capital Management Limited and Loving Home Foundation signed a cooperation memorandum.

## 多元化系統整合

### Integration Of Diversified Systems

為實現協助企業降本增效，卓悅科技與不同系統進行整合，包括：構建企業管理系統、動態營運系統、五計系統（計算工時、薪金、佣金等）、雲名系統、雲價系統、雲倉系統等等，助企業提升人、貨、場的營運效益及營銷能力。產品具有獨立輸出能力，預期可回應企業營運需求。

In order to help enterprises reduce costs and improve efficiency, Bonjour Technology integrates with different systems, including the construction of enterprise management system, dynamic operation system, five-count system (calculating working hours, salaries, commissions, etc.), cloud name system, cloud price system, cloud warehouse system, etc., so as to help enterprises improve the operating efficiency and marketing capacity of consumers, products and locations. The products have independent output capacity and are expected to respond to the needs of business operations.



## 卓悅科技未來部署

### Future Deployment Of Bonjour Technology

卓悅科技利用數字化應用科技開發的方式，繼續發展系統整合，當中包括加入各種智能化技術，令系統整合更加暢順及多元化。卓悅科技將與時並進，為客戶提供客製化需求系統，幫助客戶提升整體營運效益，達至降本增效。

Using the means of digital application technology development, Bonjour Technology continues to develop system integration, including the addition of various intelligent technologies to make system integration more streamline and diversified. Bonjour Technology will keep pace with the trend and provide customers with customized systems to help them improve the overall operating efficiency and reduce costs and increase efficiency.



▲卓悅科技聯同阿里雲獲由香港零售科技商會頒發的「最佳零售創新大獎」。  
Bonjour Technology and AliCloud were awarded the "Best Retail Innovation Prize" granted by Hong Kong Retail Technology Industry Association.



▲卓悅科技榮獲由「經濟通etnet」主辦的Smart Living Partnership Awards 2021中獲得「傑出智慧零售全方位應用方案」大獎。  
Bonjour Technology was awarded the "Outstanding Intelligent Retail All-round Application Solution" in the Smart Living Partnership Awards 2021 held by ETNET.

## 粵港兩地「雙循環」建構創新企業

### Building Innovative Enterprises Through The "Dual Circulation" In Guangdong And Hong Kong

2019年1月至今，集團與番禺區政府、香港海富國金集團、力合科創集團，共同打造粵港澳青年創科創新平台－「粵港澳青年創業孵化器」。孵化器分別於廣州大學城與香港荃灣卓悅大廈，設立兩個重點駐站，兩地總營運建築面積更超過20萬平方呎。2022年更以數字化產業創新應用科技，成為「數碼港加速器CASP支援計劃」認可加速器。

同時，孵化器與36個國際及港澳產業平台、學校機構、國內產業機構及金融服務機構建立合作，建構完備的產學研資體系；同時與集團等多間香港實力企業及內地權威媒體機構推進「多平台＋多基地」建設，致力支持粵港澳大灣區創新創業可持續發展。

Since January 2019, the Group, together with the Panyu District Government, Haifu International Finance Holding Group and Leaguer Group, has jointly built a Guangdong-Hong Kong-Macao Youth Innovation Platform – "Guangdong-Hong Kong-Macao Youth Entrepreneurship Incubator". The incubator has two key stations respectively in Guangzhou Higher Education Mega Center and Bonjour Tower in Tsuen Wan, Hong Kong, with a total operating floor area of more than 200,000 square feet. In 2022, it also became an accredited accelerator under the Cyberport Accelerator Support Program (CASP) for innovative application of technologies in the digital industry.

Meanwhile, the incubator has established cooperation with 36 international and Hong Kong-Macau platforms, school institutions, industrial institutions and financial service institutions to build a complete industry-university-research funding system; At the same time, the Incubator is collaborating with influential Hong Kong corporate groups and authoritative mainland media institutions to advance the construction of a "multi-platform + multi-base" model, committing to support the sustainable development of innovation and entrepreneurship in the Greater Bay Area, encompassing Guangdong, Hong Kong and Macau.



▲粵港澳青年創業孵化器（廣州大學城）  
Guangdong Hongkong and Macau Youth Entrepreneurship Incubator (Guangzhou Higher Education Mega Center)



▲粵港澳青年創業孵化器（香港產業創新中心）  
Guangdong Hongkong and Macau Youth Entrepreneurship Incubator (Hong Kong Industrial Innovation Centre)

## 活動回顧 Event Review

過去5年「粵港澳青年創業孵化器」穩步發展，累計展開318場交流活動，當中超過半成活動更以港澳創新創業交流目的，更吸引超過4,400萬以上現場及線上參與活動人數。

In the past five years, the "Guangdong-Hong Kong-Macao Youth Entrepreneurship Incubator" has steadily developed, and a total of 318 exchange activities were conducted, of which more than half were designed for the innovation and entrepreneurship exchange between Hong Kong and Macao, attracting more than 44 million on-site and online participants.



融入大灣區 助力「雙循環」  
Support Dual Circulation Strategy - Integrate into the Greater Bay Area

▲推動青年對美妝行業及電商行業的發展，及CIBE中國國際美博會戰略合作儀式。  
Promote youth development of the beauty and eCommerce industry, and CIBE China International Beauty Expo strategic cooperation ceremony.

## 匯聚交流 提供孵化助力

### Support Incubation Through Cohesiveness And Exchange

於2021年，集團將5萬平方呎的卓悅大廈，重新打造成「香港產業創新中心HKIIC」，作為傳統產業創新轉型的示範基地，以共享、孵化、加速、融資對接、科技賦能等方面推動產業創新升級。

集結集團旗下的香港電子商務研究院、卓悅新零售創新中心、香港多頻道網路製作有限公司(MCN)、香港網紅孵化器產業創新機構配合，不單支持集團業務的發展，更發展為對外提供服務的能力，提供不同的活動場地及技術支援，促成各方企業單位合作，全方位加速對產業創新的賦能。

In 2021, the Group transformed an area of 50,000 square feet in the Bonjour Tower into the “Hong Kong Industrial Innovation Center (HKIIC)”, which serves as a demonstration base for the innovation and transformation of traditional industries through innovation. It will promote industrial innovation and upgrade through sharing, incubation, acceleration, financing facilitation, and technological empowerment.

With the cooperation of the Group's industrial innovation organizations such as Hong Kong eCommerce Research Institute, Bonjour New Retail Innovation Center, Hong Kong Multi-Channel Network Production Company Limited (MCN) and Hong Kong KOL Incubator, apart from supporting the development of the Group's business, these setup also develop our capability to provide services to external parties, offering diverse event venue and technical support, fostering collaboration among various corporate entities, and enabling comprehensive acceleration of industrial innovation.

## 踏步未來發展遠方

### Future Development

集團設立香港產業創新中心HKIIC及廣州大學城基地，不斷吸引創新企業參與和進駐，背靠大中華地區國內外的「雙循環」蓬勃發展，為企業提供更多對內外潛力商機，利用「產業+科技+資本」力量，促進傳統創新數字化轉型。

The group has established HKIIC in Hong Kong and a collaborative base at Guangzhou University, continuously attracting innovative companies to participate and settle in. The vigorous development of the “Dual Circulation” in the Greater China region have provided enterprises with increasing business opportunities at local and oversea. In addition, the power of “industry + technology + capital” was applied to promote the digital transformation of traditional business.



KOL · 夢起航  
KOL Dream · Hunter



YEI「產開聊」品牌活動  
YEI「產開聊」brand event



粵港澳大灣區美業產業青年雙創研討會  
Guangdong - Hong Kong - Macao Greater Bay Area Beauty Industry Youth Entrepreneurship Seminar

▲集團第三年支持獅子山青年商會「KOL · 夢起航」，推動青年人參與電商行業及直播帶貨。  
The Group sponsored the “KOL Dream · Hunter” event of Lion Rock Junior Chamber for the third year to encourage young people in trying the eCommerce industry and live streaming commerce.

▲電商與資本創新互動，如何助力產業轉型。  
eCommerce and capital innovation interaction as to the way to help industrial transformation.

▲全球新環境下的機遇與挑戰高端論壇暨大灣區青年人才培育計劃簽約儀式。  
Opportunities and Challenges in the New Global Environment Signing Ceremony of the High-end Forum and the Greater Bay Area Youth Talent Cultivation Program.





## 為顧客發掘多國護膚品牌

### Exploring Multinational Skincare Brands for Customers

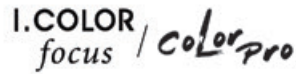
集團在美顏產業上不斷開拓新的發展路線，擁有超過100個獨家代理品牌，為顧客提供不同美妝護膚體驗，當中集團為提供資源予自家及代理品牌：SUISSE REBORN、YUMEI、DR. BAUER、ARVAL、QIRINESS等等。

今年5月，SUISSE REBORN品牌參與「湖南廣電芒果超媒」旗下「快樂購」其大型宣傳電商活動，舉行的《520 寵愛節》直播活動，吸引超過7000人次同時觀看。更為卓悅品牌及其產品於國內地區提高宣傳及品牌曝光度，並透過快樂購媒體電商的優勢，強化卓悅高質量多維度的銷售渠道。

The Group continues to explore new development routes in the beauty industry, with more than 100 exclusive agency brands, to provide customers with different beauty and skincare experiences. Among them, the Group provides resources to its own and agency brands: SUISSE REBORN, YUMEI, DR. BAUER, ARVAL, QIRINESS, etc.

In May this year, the SUISSE REBORN brand participated in the large-scale promotional e-commerce event of 'HappiGo' under the 'Mango Excellent Media of Hunan Radio and Television' and held the '520 Pampering Festival' live broadcast activity, attracting more than 7000 people to watch at the same time. It also increased the publicity and brand exposure of the Bonjour brand and its products in the domestic areas, and took advantages of HappiGo as a media eCommerce platform to strengthen Bonjour's high-quality and multi-dimensional sales channels.

化妝護膚品牌



香水品牌



護理保健品牌



其他品牌



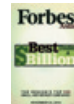
## 集團榮獲多個本地及國際獎項

The Group was proudly awarded Local and International Awards

集團為香港領導地位的電子商務平台及美妝零售集團之一，榮獲多個本地及國際獎項。

The Group is one of the leading eCommerce Platform and Beauty Retail Group in Hong Kong and proudly obtained local and international awards.

獎項 Awards	頒發機構 Issuing Organizations
商務經濟產業100強發展大獎2024 Top 100 Business Awards 2024	新城財經台 Metro Finance
飛越品牌企業大獎 2023 Extraordinary Branding Awards 2023 – Corporate Excellence	經緯青年商會 JCI Queenways
上市公司年度大獎2023 IFAPC Outstanding Listed Companies Award 2023	香港股票分析師協會 The Hong Kong Institute of Financial Analysts and Professional Commentators Ltd.
2022傑出優質商戶獎(銅獎) 2022 Outstanding QTS Merchant Award (Bronze Award)	優質旅遊服務協會 Quality Tourism Services
15年資深優質商戶 15-year QTS-accredited	優質旅遊服務協會 Quality Tourism Services
環境、社會、企業管治企業新星(金獎)及特別大獎－傑出企業大獎(銀獎) Special ESG Awards – The ESG Rising Star Gold Award & Special Awards (Criteria set by Fund Managers) – Outstanding ESG Company Silver Award	環境社會及企業管治基準學會 Institute of ESG & Benchmark
傑出創業家 Awesome Entrepreneur	國際美容·教育·大健康博覽 International Beauty·Education·Best Expo
卓越創新企業大獎2022/年度星級卓越電商平台 Most Innovative Enterprise Award 2022/ Star-level Excellent eCommerce Platform of the Year	BUSINESS INNOVATOR
優質網店認證計劃 Quality E-Shop Recognition Scheme	香港零售管理協會 Hong Kong Retail Management Association
信譽網店認證計劃 Trust E-shop Recognition Scheme	香港零售管理協會 Hong Kong Retail Management Association
「香港精神」企業社會責任嘉許 “Sparkle Hong Kong” CSR in Hong Kong Award	Fortune Insight
香港最有價值企業服務獎 Hong Kong's Most Valuable Companies Services Awards	Mediazone Group
香港Q嘜優質服務計劃認證 The Hong Kong Q-Mark Service Scheme Certificate	香港優質標誌局 Hong Kong Q - Mark Council
正版正貨承諾計劃 No Fakes Pledge Scheme	知識產權署 Intellectual Property Department
優質旅遊服務計劃 Quality Tourism Services Scheme	香港旅遊發展局 Hong Kong Tourism Board
香港服務名牌十年成就獎 Hong Kong Top Service Brand Ten Years Achievement Award	香港品牌發展局 Hong Kong Brand Development Council
亞洲區最佳中小上市企業 Best Listed SMEs in Asia	福布斯 Forbes



## 獎項 Awards

## 頒發機構 Issuing Organizations

香港名牌榮譽金獎 Consumer's Most Favorable Hong Kong Brands	中華(海外)企業信譽協會 China Enterprise Reputation and Credibility Association Consumer's Most Favorable Hong Kong Brands (Overseas)
香港優質誠信商號 Hong Kong Merchant of Integrity	廣州日報 Guangzhou Daily
優質化粧品美容集團 Quality Cosmetics & Beauty Group	資本壹週 Capital Weekly
傑出上市企業大獎 The Excellence of Listed Enterprise Awards	資本壹週 Capital Weekly
資本壹週服務大獎 Capital Weekly Services Award	資本壹週 Capital Weekly
傑出企業策略大獎 Outstanding Corporate Strategy Awards	東週刊 East Week
香港家庭最愛品牌 The Best for Home	經濟日報 – Take Me Home Hong Kong Economic Times - Take Me Home
10年Plus商界展關懷 10 Years Plus Caring Company	香港社會服務聯會 The Hong Kong Council of Social Service
香港傑出企業巡禮 Hong Kong Outstanding Enterprises Parade	經濟一週 Economic Digest
傑出企業形象大獎 Outstanding Corporate Image Award	TVB周刊 TVB Weekly
DSA傑出推銷員大獎 Distinguished Salesperson Award (DSA)	香港管理專業協會 The Hong Kong Management Association
Yahoo!感情品牌大獎 Yahoo! Emotive Award	雅虎香港 Yahoo! Hong Kong
香港最佳名品牌 The Premier Brand in Hong Kong	騰訊·大粵網香港 GD.QQ.COM / FASHION / HK
商評卓越商業大獎 Business Excellence Awards	香港商業專業評審中心 The Professional Validation Centre of Hong Kong Business Sector
十大電子商務網站大獎 Top 10 eCommerce Website Awards	香港貨品編碼協會/亞洲零售博覽會 GS1 Hong Kong / Retail Asia Expo
榮譽大獎 Honorable Award	香港化粧品同業協會 The Cosmetic and Perfumery Association of Hong Kong
年度零售卓越大獎 Industry Super Retailer of the Year	亞洲零售博覽會 Retail Asia Expo
智慧生活夥伴大獎 – 傑出智慧零售全方位應用方案 Smart Living Partnership Awards – Outstanding All-round Smart Retail Application Solution	經濟通 etnet
最佳零售創新 – 科技應用大獎 Grand Award Use of Technology – Best Retail Innovation (Application - Retailer)	香港零售科技商會 Hong Kong Retail Technology Industry Association
大中華百分百香港名牌大獎 – CSR大灣區企業社會責任大獎 100% HK Branding Award – Award for Corporate Social Responsibility in GBA	大中華名牌企業聯會 Greater-China Association of Branding Industry



集團在發展業務之餘，積極參與慈善公益、環保及社會責任企業活動，貢獻社會不遺餘力，助力中小企，攜手共度時艱。

In addition to developing business, the Group actively participates in charitable, environmental and socially responsible corporate activities, endeavours to contribute to the society, to support SMEs and join hands with them to overcome difficult times.

## 活動 Activities

## 機構 Organizations

福善關愛傳萬家慈善夜 Amity and Benevolence Charity Night	九龍婦女聯會 Kowloon Women's Organisations Federation
卓悅 x 善德遠足百萬行 Bonjour x Shine Tak Charity Hiking	善德基金會 Shine Tak Foundation
中國賑災義賣活動 Charity Sale for Disaster Relief in China	香港紅十字會 Hong Kong Red Cross
戶外燈光約章 Charter on External Lighting	環境局 Environment Bureau
捐贈100套智慧積木予荃灣及葵青區幼稚園校長會 Donated 100 sets of Smart Building Blocks to The Association of Heads of Kindergardens of Tsuen Wan, Kwai Chung & Tsing Yi District	荃灣及葵青區幼稚園校長會 The Association of Heads of Kindergardens of Tsuen Wan, Kwai Chung & Tsing Yi District
與「富途證券國際」共同捐贈10萬份快速測試包 Donated 100,000 Rapid Test Kits with Futu Securities International (HONG KONG) Limited	香港教育工作者聯會創科教育中心 Hong Kong Federation of Education Workers TechEd Centre
捐贈予學校作購買移動學習設備及發展STEM教育 Donation to the school for the purchase of mobile learning equipment and the development of STEM education	仁濟醫院蔡衍濤小學 Y.C.H. Choi Hin To Primary School
「工業獻愛心」表揚計劃 Industry Cares Recognition Scheme	香港工業總會 Federation of Hong Kong Industries
「點亮·善行」—保良局賣旗設置捐款箱 "Light Up·Charity" Po Leung Kuk Flag Selling Donation Box	保良局 Po Leung Kuk
捐贈防疫用品給「羅氏基金護幼中心暨宿舍」 Pandemic-prevention Supplies Donated to the "Law's Foundation Child Care Centre cum Hostel"	仁濟醫院 Yan Chai Hospital
粉紅革命 Pink Revolution	香港癌症基金會 Hong Kong Cancer Fund
塑膠資源再生伙伴計劃 Plastic Resources Recycling Partnership	仁愛堂環保園 Yan Oi Tong EcoPark
環境、社會、企業管治企業新星金獎及特別大獎銀獎 The ESG Rising Star (Gold) & Special Awards (Silver)	環境社會及企業管治基準學會 Institute of ESG & Benchmark
毅行者籌款活動 Trailwalker Fund Raising Event	香港樂施會 Oxfam Hong Kong
公益金百萬行 Walk for Millions	香港公益金 The Community Chest of Hong Kong
步走大自然@米埔 Walk for Nature	世界自然基金會香港分會 WWF (Hong Kong)
10年Plus商界展關懷 10 Years Plus Caring Company	香港社會服務聯會 The Hong Kong Council for Social Service
2023世界和平書法日 2023 World Peace Chinese Calligraphy Day	覺行念慈基金會 Cultivation of Mercy Charitable Foundation

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## 公司資料

### 董事會

#### 執行董事

陳健文先生 (主席)  
趙麗娟女士  
尹焯強先生 (副主席)  
(於二零二四年八月二十八日逝世)

#### 獨立非執行董事

郭志成先生  
李冠群先生  
甄灼寧先生

#### 審核委員會

郭志成先生 (主席)  
李冠群先生  
甄灼寧先生

#### 薪酬委員會

李冠群先生 (主席)  
郭志成先生  
尹焯強先生  
(於二零二四年八月二十八日逝世)

#### 提名委員會

甄灼寧先生 (主席)  
郭志成先生  
尹焯強先生  
(於二零二四年八月二十八日逝世)

#### 授權代表

黃耀明先生  
趙麗娟女士  
(於二零二四年八月三十日獲委任)  
尹焯強先生  
(於二零二四年八月二十八日逝世)

#### 公司秘書

黃耀明先生

## Corporate Information

### Board of Directors

#### Executive Directors

Mr. Chen Jianwen (*Chairman*)  
Ms. Chiu Lai Kuen, Susanna  
Mr. Wan Yim Keung, Daniel (*Vice-Chairman*)  
(*Deceased on 28 August 2024*)

#### Independent Non-executive Directors

Mr. Kwok Chi Shing  
Mr. Lee Kwun Kwan  
Mr. Yan Sherman Chuek-ning

#### Audit Committee

Mr. Kwok Chi Shing (*Chairman*)  
Mr. Lee Kwun Kwan  
Mr. Yan Sherman Chuek-ning

#### Remuneration Committee

Mr. Lee Kwun Kwan (*Chairman*)  
Mr. Kwok Chi Shing  
Mr. Wan Yim Keung, Daniel  
(*Deceased on 28 August 2024*)

#### Nomination Committee

Mr. Yan Sherman Chuek-ning (*Chairman*)  
Mr. Kwok Chi Shing  
Mr. Wan Yim Keung, Daniel  
(*Deceased on 28 August 2024*)

#### Authorised Representatives

Mr. Wong Iu Ming  
Ms. Chiu Lai Kuen, Susanna  
(*Appointed on 30 August 2024*)  
Mr. Wan Yim Keung, Daniel  
(*Deceased on 28 August 2024*)

#### Company Secretary

Mr. Wong Iu Ming

公司資料 (續)

Corporate Information (continued)

獨立核數師

致同(香港)會計師事務所有限公司  
執業會計師及註冊公眾利益實體核  
數師

Independent Auditor

Grant Thornton Hong Kong Limited  
Certified Public Accountants and Registered Public Interest Entity  
Auditor

法律顧問

郭立成哈永豪律師行

Legal Advisor

Kok & Ha Solicitors

註冊辦事處

Windward 3  
Regatta Office Park  
P.O. Box 1350  
Grand Cayman, KY1-1108  
Cayman Islands

Registered Office

Windward 3  
Regatta Office Park  
P.O. Box 1350  
Grand Cayman, KY1-1108  
Cayman Islands

總辦事處及主要營業地點

香港荃灣  
橫窩仔街36-50號  
卓悅大廈十二樓  
電話:(+852) 2872-2872  
傳真:(+852) 2872-2873

Head Office and Principal Place of Business

12/F., Bonjour Tower  
No. 36-50 Wang Wo Tsai Street  
Tsuen Wan, Hong Kong  
Telephone: (+852) 2872-2872  
Facsimile: (+852) 2872-2873

主要往來銀行

恒生銀行有限公司  
中國銀行(香港)有限公司  
中國工商銀行(澳門)股份有限公司  
上海商業銀行有限公司  
南洋商業銀行有限公司

Principal Bankers

Hang Seng Bank Limited  
Bank of China (Hong Kong) Limited  
Industrial and Commercial Bank of China (Macau) Limited  
Shanghai Commercial Bank Limited  
Nanyang Commercial Bank Limited



## 投資者資料

### 公司網址

公司資料  
<http://corp.bonjourhk.com>

網上購物網站  
[www.bonjourhk.com](http://www.bonjourhk.com)  
[www.hongkongmall.com](http://www.hongkongmall.com)

### 電郵地址

[corporate@bonjourhk.com](mailto:corporate@bonjourhk.com)

### 股份過戶登記總處

Suntera (Cayman) Limited  
Suite 3204, Unit 2A, Block 3  
Building D, P.O. Box 1586  
Gardenia Court, Camana Bay  
Grand Cayman, KY1-1110  
Cayman Islands

### 香港股份過戶登記分處

聯合證券登記有限公司  
香港北角  
英皇道338號  
華懋交易廣場2期  
33樓3301-04室

### 財務日誌

股東週年大會 : 二零二四年  
六月二十六日

中期業績公告 : 二零二四年  
八月三十日

財政年度完結 : 二零二四年  
十二月  
三十一日

### 股份代號

香港聯合交易所 : 653  
有限公司  
(「聯交所」)

每手買賣單位 : 2,000股

## Information for Investors

### Company Website

Company Information  
<http://corp.bonjourhk.com>

Online Shopping Web  
[www.bonjourhk.com](http://www.bonjourhk.com)  
[www.hongkongmall.com](http://www.hongkongmall.com)



### E-mail Address

[corporate@bonjourhk.com](mailto:corporate@bonjourhk.com)

### Principal Share Registrar and Transfer Office

Suntera (Cayman) Limited  
Suite 3204, Unit 2A, Block 3  
Building D, P.O. Box 1586  
Gardenia Court, Camana Bay  
Grand Cayman, KY1-1110  
Cayman Islands

### Hong Kong Branch Share Registrar and Transfer Office

Union Registrars Limited  
Suites 3301-04, 33/F.  
Two Chinachem Exchange Square  
338 King's Road  
North Point, Hong Kong

### Financial Calendar

Annual General Meeting : 26 June 2024

Interim Results Announcement : 30 August 2024

Financial year end : 31 December 2024

### Stock Code

The Stock Exchange of : 653  
Hong Kong Limited  
(the "Stock Exchange")

Board lot : 2,000 shares

		截至六月三十日止六個月	
		Six months ended 30 June	
		二零二四年	二零二三年
		2024	2023
		(未經審核)	(未經審核)
		(Unaudited)	(Unaudited)
<b>經營業績</b>	<b>OPERATING RESULTS</b>		
營業額 (百萬港元)	Turnover (HK\$ million)	55.7	71.2
毛利 (百萬港元)	Gross profit (HK\$ million)	14.4	23.3
毛利率	Gross profit margin	25.8%	32.7%
經營溢利 (百萬港元)	Operating profit (HK\$ million)	7.5	55.2
本公司擁有人應佔期內溢利 (百萬港元)	Profit for the period attributed to owners of the Company (HK\$ million)	0.1	48.7
<b>每股資料</b>	<b>PER SHARE DATA</b>		
每股盈利	Earnings per share		
— 基本 (港仙)	— Basic (HK cent)	—	1.4
— 攤薄 (港仙)	— Diluted (HK cent)	—	1.4
每股中期股息 (港仙)	Interim dividend per share (HK cent)	—	—
<b>其他資料</b>	<b>OTHER INFORMATION</b>		
香港及澳門零售分店總數	Total number of retail stores in Hong Kong and Macau	1	10

### 中期業績

截至二零二四年六月三十日止六個月（「期內」或「回顧期間」），卓悅控股有限公司（「本公司」）及其附屬公司（統稱為「卓悅」或「本集團」）錄得收入約55,700,000港元（二零二三年：約71,200,000港元），較二零二三年同期減少約21.8%。此舉產生期內溢利約100,000港元（二零二三年：約48,700,000港元）。董事（「董事」）會（「董事會」）已議決不就期內宣派任何中期股息（二零二三年：無）。

### 市場概覽

儘管全球經濟展現韌性，2024年的經濟增長仍然緩慢。持續的挑戰依然存在，包括高利率和地緣政治緊張局勢。在香港，零售行業面臨嚴峻挑戰，尤其是越來越多的居民選擇在內地購物。根據香港政府在2024年8月發布的零售銷售統計數據，2024年上半年香港的總零售銷售額較2023年同期下降了6.6%。2024年6月，香港的網上銷售佔總零售銷售額的7.8%，預計將超越實體店。最近的估計顯示，化妝品市場預計在2024至2028年間的年均增長率為2.2%。

儘管中國經濟面臨持續挑戰及消費者公司之間的競爭加劇，香港的美容及護膚行業仍展現出韌性，預計2024年將穩定增長約4%。

香港在世界銀行的全球物流能力與質量指數中排名第12，這支持了網上購物的持續拓展，並且網際網路滲透率高。零售轉型的核心在於協調客戶渠道、運營流程、支付方式和供應鏈管理。有效的電子支付系統和高效的物流使電子商務能夠適應不斷變化的消費者需求，增強了購物體驗，讓客戶可以輕鬆地通過手機、電腦或其他設備在家購物。普華永道預計，健康與美容產品的年增長率在2024年可能達到13%。

### Interim Results

For the six months ended 30 June 2024 (the “**Period**” or “**Review Period**”), Bonjour Holdings Limited (the “**Company**”) and its subsidiaries (collectively, “**Bonjour**” or the “**Group**”) recorded revenue of approximately HK\$55.7 million (2023: approximately HK\$71.2 million), representing a decrease of approximately 21.8% from the corresponding period in 2023. This resulted in a profit for the Period of approximately HK\$0.1 million (2023: approximately HK\$48.7 million). The Board of Directors (the “**Board**” or the “**Directors**”) has resolved not to declare any interim dividend for the Period (2023: Nil).

### Market Overview

Despite the resilience of the global economy, economic growth in 2024 remains stagnant. Ongoing challenges, such as elevated interest rates and high geopolitical tensions persist. In Hong Kong, the retail sector is facing significant difficulties, particularly as more residents choose to shop in the mainland. According to Hong Kong government statistics on Retail Sales released in August 2024, total retail sales in Hong Kong were estimated to have decreased by 6.6% in the first half of 2024 compared to the same period in 2023. In June 2024, online sales in HK represented 7.8% of the total retail sales value and are expected to outperform physical stores. Recent estimates indicate that the cosmetics market is projected to grow at a CAGR of 2.2% from 2024 to 2028.

Despite ongoing challenges in the Chinese economy and increasing competition among consumer companies, the beauty and skincare sectors in Hong Kong are showing resilience, with stable growth projected at approximately 4% in 2024.

Hong Kong ranks 12th in the World Bank’s global logistics capabilities and quality index, which supports the ongoing expansion of online shopping, along with high internet penetration. The core of retail transformation lies in aligning and coordinating customer channels, operational processes, payment methods, and supply chain management. Effective electronic payment systems and efficient logistics enable eCommerce to adapt to changing consumer needs, enhancing the shopping experience by allowing customers to shop conveniently from home using mobile phones, computers, or other devices. PwC estimates that year-on-year growth for health and beauty products could reach 13% in 2024.

## 管理層討論及分析 (續)

### 業務回顧

集團在2020年初開始了業務轉型。在產品方面，產品範圍從純化妝品擴展至「美容、健康與生活方式」產品，通過科技和3C產品提升消費者體驗。

在運營上，集團利用技術創新將傳統零售轉型為一個惠及所有利益相關者的全新商業生態系統，包括消費者、商戶和供應商。這一轉型通過以下方式實現：

1. *O2O整合*：建立線上到線下(O2O)系統，通過無縫整合線下和線上運營來提升購物體驗。
2. *全球電子商務平台*：推出「HKMALL」(香港貓)，這是一個支持香港商戶和海外品牌的全球電子商務平台，覆蓋34個國家和41個市場平台。
3. *支持中小企業*：創建一個生態系統，協助香港中小企業(SMEs)數字轉型其傳統商業模式。

### 智能全渠道策略

卓悅集團的策略強調全渠道卓越，為我們的客戶創造價值。自2020年以來，集團進行了重大投資，以對應全渠道策略，增強多渠道倡議並建立跨境銷售的能力。截止2024年6月30日，HKMALL「香港貓」已擴展至34個國家，包括英國、美國、加拿大、澳大利亞、法國和新加坡，並在中國內地及國際市場上，如天貓全球、考拉、Facebook和微信商城等41個平台上運營。

「香港貓」作為一個全面的全渠道電子商務平台，銷售產品和擁有獨家分銷權的品牌商品。它還支持中小企業高效擴展其銷售網絡至大灣區及海外市場。集團確保銷售正品，同時為中小企業提供簡化的支付結算、物流支持和數據服務，促進其數字轉型。

## Management Discussion and Analysis (continued)

### Business Review

The Group began its business transformation in early 2020. On the product side, the range has expanded from pure cosmetics to include “Beauty, Health & Lifestyle” products, enhancing the consumer experience by incorporating technology and 3C items.

Operationally, the Group has harnessed technological innovation to shift from traditional retail to a new business ecosystem that benefits all stakeholders, including consumers, merchants, and suppliers. This transformation is realised through:

1. *O2O Integration*: Establishing an online-to-offline (O2O) system that enhances the shopping experience by seamlessly integrating offline and online operations.
2. *Global eCommerce Platform*: Launching ‘HKMALL’ (香港貓), a global eCommerce platform that supports Hong Kong merchants and overseas brands across 34 countries and 41 market platforms.
3. *Support for SMEs*: Creating an ecosystem to assist Hong Kong small and medium enterprises (SMEs) in digitally transforming their traditional business models.

### Smart Omnichannel Strategies

Bonjour’s strategy emphasises omnichannel excellence, creating value for our customers. Since 2020, significant investments have been made to align with omnichannel strategies, enhancing multichannel initiatives and building selling capabilities for cross-border sales. As of June 30, 2024, HKMALL has expanded its reach to 34 countries, including the UK, US, Canada, Australia, France, and Singapore, across 41 market platforms both in mainland China and internationally, such as Tmall Global, Kaola, Facebook, and WeChat Mall.

HKMALL serves as a comprehensive omnichannel eCommerce platform, selling products and branded merchandise with exclusive distributorship rights. It also supports small and medium enterprises (SMEs) in efficiently expanding their sales networks into the Greater Bay Area and overseas markets. The Group ensures the sale of authentic goods while providing SMEs with streamlined payment settlements, logistics support, and data services, facilitating their digital transformation.

業務回顧 (續)

智能全渠道策略 (續)

在全渠道環境中的成功依賴於提供速度、透明度和專業知識的數字銷售。新開發的「香港貓」2.0平台為客戶提供快速訪問多樣商戶的渠道，並提供個性化的購物體驗，根據個人喜好量身定制。

鑑於社交媒體和關鍵意見領袖(KOL)對消費者購買決策的日益影響，集團設立了一個超過10,000平方尺的專用產品展示廳。這一空間使KOL能夠尋找各種產品，並在社交媒體上進行直播展示，實時推廣產品並與觀眾互動。截止2024年6月，頻繁的多渠道直播使得銷售較去年增長了超過10%。通過將美容、健康和生活方式產品與創新網上購物策略(如直播商務和特別促銷)相結合，集團正在擴大其對消費者的價值主張。在此期間，集團與湖南廣播電視台合作，在其電視購物頻道「快樂購」上銷售Suisse Reborn護膚產品。這一合作是旨在通過數字電視平台成功向內地客戶推廣產品的試點計劃的一部分。

集團還與多個組織合作，包括青年商會，推出比賽以培養有志於直播商務和網上營銷的KOL。儘管2024年上半年銷售復甦緩慢，但我們的分析顯示，直播商務將繼續增長，幫助品牌、零售商和市場實現轉型。在包括美容和科技產品的O2O平台上，完成訂單的總商品價值(GMV)在此期間達到約9,330萬港元(相比2023年的7,910萬港元)。

品牌管理

作為美容和健康行業的領先者，集團自豪地提供超過100,000種SKU的廣泛產品組合，並分銷超過100個知名品牌。其中不乏與Suisse Reborn、Dr. Bauer、Yumei、WOWWOW、Dr. Schafter和I.Skin Focus等知名品牌的獨家分銷協議。我們的多樣產品範圍包括奢華香水、創新化妝品、活力護髮和奢華身體護理產品。集團還精心挑選全球來源的健康和生活方式產品，確保客戶能夠獲得最佳選擇。

為了追求卓越，集團推出了一系列高品質產品，並以具有競爭力的價格提供，使奢華和有效性惠及每個人。集團的專業團隊不斷監控市場趨勢和消費者行為，利用深入研究來識別最新的熱銷產品。這種主動的策略使集團能夠保持領先，滿足客戶不斷變化的需求。

Business Review (continued)

Smart Omnichannel Strategies (continued)

Success in an omnichannel landscape relies on digital sales that deliver speed, transparency, and expertise. The newly developed HKMALL 2.0 platform offers customers quick access to a variety of merchants and provides a personalised shopping experience tailored to individual preferences.

Recognising the growing influence of social media and Key Opinion Leaders (KOLs) on consumer purchasing decisions, the Group has established a dedicated product outlet spanning over 10,000 square feet. This space allows KOLs to source large variety of products, conduct live showcases on social media, promoting products and engaging with audiences in real-time. As of June 2024, frequent livestreams across multiple channels have resulted in over 10% growth compared to the previous year. By blending beauty, health, and lifestyle products with innovative online purchasing strategies, such as live commerce and special promotion, the Group is broadening its value proposition for consumers. During the period, the Group partnered with Hunan TV to sell Suisse Reborn skincare products on their TV Shopping Channel 'Happigo' (快樂購). This collaboration was part of a pilot initiative aimed at successfully marketing products to Mainland customers through a digital TV platform.

Bonjour also collaborates with various organisations, including the Junior Chamber of Commerce, to launch competitions that nurture aspiring KOLs in live commerce and online marketing. Despite a slow sales recovery in the first half of 2024, our analysis indicates that live commerce will continue to build momentum, aiding market transformation for brands, retailers, and marketplaces. The gross merchandise value (GMV) of completed orders on the O2O platform, encompassing beauty and technology products, totaled approximately HK\$93.3 million for the period (compared to HK\$79.1 million in 2023).

Brand Management

At the forefront of the beauty and wellness industry, the Group proudly offers an extensive portfolio of over 100,000 SKUs and distributes more than 100 renowned brands. Notable among these are exclusive distribution agreements with prestigious names like Suisse Reborn, Dr. Bauer, Yumei, WOWWOW, Dr. Schafter, and I.Skin Focus. Our diverse product range includes luxurious fragrances, innovative cosmetics, revitalising haircare, and indulgent body care products. The Group also curates a carefully selected assortment of healthcare and lifestyle items sourced globally, ensuring customers have access to the very best.

In commitment to excellence, the Group has launched a dynamic array of high-quality products at competitive prices, making luxury and efficacy accessible to everyone. The Group's dedicated team continually monitors market trends and consumer behavior, leveraging in-depth research to identify the latest popular items. This proactive approach allows the Group to stay ahead of the curve and meet the evolving needs of the customers.

## 管理層討論及分析 (續)

### 業務回顧 (續)

#### 品牌管理 (續)

通過優先考慮質量、創新和客戶滿意度，集團致力於通過提供優秀產品提升客戶的生活，這些產品針對他們的獨特偏好和生活方式，滿足他們不斷變化的需求。

#### 策略合作與行業創新

除了自身發展外，集團還致力於為中小企業提供優質的電子商務服務和全面的智能零售解決方案，促進傳統行業向創新數字企業的轉型。集團不僅幫助企業精簡成本和提高效率，還使客戶能夠通過我們的電子商務和技術平台的靈活能力實現運營卓越。

為支持傳統企業轉型為新模式，集團運營「香港產業創新中心」(HKIIC)。此舉結合了「產業+科技+資本」，推動數字轉型。HKIIC還作為「粵港澳青年創業孵化器」的香港基地，提供包括辦公室共享、創業孵化和加速、融資促進和生態系統發展在內的一站式服務。該孵化器及香港基地已獲得納入數碼港加速器支持計劃(CASP)的批准，被認為數碼港的官方加速器。

此外，與廣州和海南保稅倉的合作進一步增強了集團在批發、物流和分銷方面的能力，使產品的交付更快更高效。這一合作不僅精簡了供應鏈操作，還開拓了新市場，讓中小企業能夠接觸更廣泛的受眾，並從增強的跨境電子商務機會中受益。集團將繼續擴大其跨境批發業務，顯著促進海外供應商在內地市場擴大產品銷售。

### 前景

數字化轉型正在重塑各個行業。自2020年初啟動業務轉型以來，集團不斷改進其商業模式，以推動可持續增長並為股東創造高價值。主要關注點是「科技+消費」，利用技術加速消費。該策略將繼續擴大，不僅為集團創造一個創新的商業生態系統，也為其他尋求數字化轉型的企業提供平台。

## Management Discussion and Analysis (continued)

### Business Review (continued)

#### Brand Management (continued)

By prioritising quality, innovation, and customer satisfaction, the Group seeks to enhance customers' lives through exceptional products tailored to their unique preferences and lifestyles, addressing their ever-changing needs.

#### Strategic Cooperation and Industry Innovation

In addition to its own development, the Group is dedicated to providing SMEs with top-notch eCommerce services and comprehensive intelligent retail solutions, facilitating the transformation of traditional industries into innovative digital enterprises. The Group not only helps businesses streamline costs and enhance efficiency but also empowers customers to achieve operational excellence through the flexible capabilities of our eCommerce and technology platform.

To support the transition of traditional businesses to new models, the Group operates the "Hong Kong Industry Innovation Centre" (HKIIC). This initiative combines "industry + technology + capital" to drive digital transformation. The HKIIC also serves as the Hong Kong site for the "Guangdong Hong Kong and Macau Youth Entrepreneurship Incubator," offering one-stop services that include office sharing, start-up incubation and acceleration, financing facilitation, and ecosystem development. Both the incubator and the Hong Kong site have been approved for inclusion in the Cyberport Accelerator Support Program (CASP), recognised as an official accelerator by Cyberport.

Furthermore, the collaboration with Guangzhou and Hainan bonded warehouses (保稅倉) enhances the Group's capabilities in wholesale, logistics and distribution, enabling faster and more efficient delivery of products. This partnership not only streamlines supply chain operations but also opens up new markets, allowing SMEs to reach a broader audience and benefit from enhanced cross-border eCommerce opportunities. The Group will continue to expand its cross-border wholesale business, significantly facilitating overseas suppliers looking to scale their products sales in the mainland market.

### Outlook

Digital transformation is reshaping all industries. Since initiating its business transformation in early 2020, the Group has continually revamped its business model to drive sustainable growth and deliver high net worth to shareholders. The main focus has been on "Technology + Consumption," leveraging technology to accelerate consumption. This approach will continue to expand, creating an innovative business ecosystem not only for the Group but also as a platform for other enterprises seeking to digitally transform their operations.

## 管理層討論及分析 (續)

### 前景 (續)

集團的零售業務通過「香港貓」(HKMALL) 進行創新。香港貓不僅僅是卓悅的在線商店，它是一個前瞻性的電子商務平台，使商家能夠無縫地建立自己的電子商店並在線銷售貨品。它為香港的中小企業提供了一個快速將傳統業務轉型為新數字模式的途徑。

通過這一全渠道零售生態系統，香港貓積極建立供應商網絡，與他們在產品供應、消費者接觸、購買偏好和購買洞察方面進行互動，同時將供應商發展為在線批發商和零售商。在產品方面，集團將多樣化其產品以滿足不斷變化的消費者需求，創造「更美好的生活」，並建立獨家經銷權，以提升風險管理和盈利能力。

數字化轉型不僅改善前線業務，還優化內部管理流程，從而提高效率。這有助於控制整體成本，並為每位員工創造更高的價值。此外，集團通過數字化和無紙化交易節省了物理資源，正在變得更加可持續。

在此期間，公司與來自大陸的合作夥伴共同投資於位於廣州的保稅倉庫設施，以發展跨境B2B電子商務業務。在地鐵站安裝了自動售貨機，以便利通過電子商務銷售的產品分發。這為中小企業在大灣區內提供了一個無縫的一站式銷售平台。此外，公司還積極與廣泛的KOL網絡合作，按寄售方式向他們提供產品。這一安排使KOL能夠有效運營，而無需承擔庫存的財務負擔。

總體而言，儘管集團零售業務在2024年上半年恢復緩慢，但下半年在大灣區及其他地區擴展新商業模式，使集團對業務再次繁榮充滿信心。集團在新零售科技和擴展業務範圍方面已做好充分準備，旨在及時復甦，為股東提供更好的回報。

## Management Discussion and Analysis (continued)

### Outlook (continued)

The Group's retail business is innovated through HKMALL. More than just an online shop for Bonjour, HKMALL is a forward-thinking eCommerce platform that enables merchants to seamlessly set up their own e-shops and sell merchandise online. It provides a pathway for SMEs in Hong Kong to quickly transform their traditional businesses into new digital models.

Through this omni-channel retail ecosystem, HKMALL actively builds a network of suppliers, engaging them on product offerings, consumer access, buying preferences, and purchase insights, while developing suppliers into online wholesalers and retailers. On the product side, the Group will diversify its offerings to meet changing consumer needs and create a "better life" for all, while establishing exclusive distributorships for improved risk management and profitability.

Digital transformation impacts not only front-line operations but also internal transaction processing. By leveraging technology, the Group has streamlined internal processes and structures, resulting in greater efficiency. This has helped control overall costs and generated higher value per employee. Additionally, the organisation is becoming more sustainable by saving physical resources through digital and paperless transactions.

During this period, the Company co-invested with partners from Mainland in a bonded warehouse facility locating in Guangzhou to develop a cross-border B2B eCommerce business. Vending machines were installed at underground train stations to facilitate distribution of products sold through eCommerce. This creates a seamless one-stop platform for SMEs to sell their products throughout the Greater Bay Area. Additionally the Company actively collaborates with a wide network of KOLs providing them products on a consignment basis. This arrangement allows KOLs to operate effectively without the financial burden of stocking inventory.

Overall, while the recovery of the Group's retail business has been slow in the first half of 2024, the expansion of new business models in the Greater Bay Area and other parts of China in the second half of the year gives the Group confidence that the business will thrive again. The Group is well-prepared in terms of new retail technology and an expanded business scope, aiming to make a timely comeback, providing better returns to its shareholders.

**管理層討論及分析 (續)****Management Discussion and Analysis (continued)****財務回顧****Financial Review****概覽****Overview**

三年Covid-19的邊境封鎖改變了人們的消費習慣，因為他們現在更喜歡在網上購物，而不是出國購買外國產品。集團旗下的跨境電商平台香港貓已作好準備，迎接「新常態」的到來。然而，二零二四年復甦步伐緩慢而漸進。因此，期內整體收入下降約21.8%及總體毛利率維持25.8%（二零二三年：32.7%）。美容、健康及生活時尚產品批發及零售的毛利率為53.8%（二零二三年：64.8%）及技術產品批發的毛利率為1%（二零二三年：2%）。因此，本集團實現盈利約100,000港元（二零二三年：約48,700,000港元）。

Three years of Covid-19 border closures has changed people's spending habits, as they now prefer to shop online rather than travel abroad to buy foreign-made products. The Group's cross border eCommerce platform HKMall is well placed to capture this 'New Normal'. However, the pace of recovery in 2024 was slow and gradual. As a result, the overall turnover was decreased by approximately 21.8% and the overall gross margins for the Period remained as 25.8% (2023: 32.7%). Gross margin for wholesaling and retailing of beauty, healthcare and lifestyle products was 53.8% (2023: 64.8%) and wholesaling of technology products was 1% (2023: 2%). This resulted the Group had achieved a profit of approximately HK\$0.1 million (2023: approximately HK\$48.7 million).

於二零二四年六月三十日的銀行及現金結餘約為6,100,000港元（二零二三年十二月三十一日：約16,100,000港元）。流動負債淨值由於二零二三年十二月三十一日約53,000,000港元增加至於二零二四年六月三十日約92,400,000港元。因新增應付控股股東款項，流動比率於二零二三年十二月三十一日約0.64減少至於二零二四年六月三十日約0.46。管理層已制定積極計劃，利用數字化轉型，改善財務業績，從而實現本集團最終盈利以及長期持續增長。

Bank and cash balances as at 30 June 2024 were approximately HK\$6.1 million (31 December 2023: approximately HK\$16.1 million). Net current liabilities were increased from approximately HK\$53.0 million as at 31 December 2023 to approximately HK\$92.4 million as at 30 June 2024. The current ratio was decreased from approximately 0.64 as of 31 December 2023 to approximately 0.46 as at 30 June 2024 as a result of increase in the amount due to the controlling shareholder. The Management has active plans to improve the financial results leveraging on digital transformation to achieve ultimate profitability as well as long term sustainable growth for the Group.

**流動資金及財務資源****Liquidity and Financial Resources**

於二零二四年六月三十日，本集團的銀行及現金結餘約為6,100,000港元（二零二三年十二月三十一日：約16,100,000港元）。於二零二四年六月三十日，本集團的銀行及其他借款及租賃負債約為103,500,000港元（二零二三年十二月三十一日：約116,500,000港元），當中約36,800,000港元（二零二三年十二月三十一日：約43,200,000港元）須於未來十二個月內償還。於二零二四年六月三十日，流動負債淨額約為92,400,000港元（二零二三年十二月三十一日：約53,000,000港元）。

As at 30 June 2024, the Group's bank and cash balances of approximately HK\$6.1 million (31 December 2023: approximately HK\$16.1 million). The Group's bank and other borrowings and lease liabilities as at 30 June 2024 were approximately HK\$103.5 million (31 December 2023: approximately HK\$116.5 million), out of which, approximately HK\$36.8 million (31 December 2023: approximately HK\$43.2 million) were repayable within next 12 months. As at 30 June 2024, the net current liabilities were approximately HK\$92.4 million (31 December 2023: approximately HK\$53.0 million).



財務回顧 (續)

流動資金及財務資源 (續)

於二零二四年六月三十日，本集團的資產負債比率約為0.4 (二零二三年十二月三十一日：約0.4)，該比率乃按本集團的銀行及其他借款及租賃負債除以權益總額約282,400,000港元 (二零二三年十二月三十一日：約282,200,000港元) 作出計算。於二零二四年六月三十日，流動比率約為0.46 (二零二三年十二月三十一日：約0.64)。

現金流量

期內經營活動現金流出淨額約為20,100,000港元 (二零二三年：約35,100,000港元)。除稅前溢利約為100,000港元 (二零二三年：約49,200,000港元)。非現金項目總額約為21,000,000港元 (主要包括折舊開支及分佔一間合營企業之業績) (二零二三年：約81,100,000港元 (主要包括折舊開支及附屬公司終止綜合入賬收益)，且營運資金減少淨額約為5,400,000港元 (二零二三年：增加約為2,800,000港元)。

期內投資活動現金流出淨額約為4,500,000港元 (二零二三年：現金流入淨額約為20,000,000港元)，主要為購買物業、廠房及設備及對聯營公司墊款 (二零二三年：出售以公平值計入其他全面收益之金融資產所得款項淨額)。

期內融資活動現金流入淨額約為14,600,000港元 (二零二三年：約15,600,000港元)，主要為其他借款及股東貸款所得款項及租賃付款的本金部分。

外匯及利息風險及管理

由於本集團大部分資產、負債、收款及付款主要以港元、美元、澳門元和人民幣結算，少量以英鎊及歐元結算，故外匯波動風險有限。本集團將持續監察其外匯收支及負債比率狀況，並於有需要時訂立遠期外匯合約對沖外匯風險。於二零二三年十二月三十一日及二零二四年六月三十日，概無任何以外幣計值的銀行及其他借款。

Financial Review (continued)

Liquidity and Financial Resources (continued)

The Group's net debt ratio as at 30 June 2024 was approximately 0.4 (31 December 2023: approximately 0.4), and was calculated based on the Group's bank and other borrowings and lease liabilities divided by total equity of approximately HK\$282.4 million (31 December 2023: approximately HK\$282.2 million). The current ratio as at 30 June 2024 was approximately 0.46 (31 December 2023: approximately 0.64).

Cash Flow

Net cash outflow from operating activities for the Period was approximately HK\$20.1 million (2023: approximately HK\$35.1 million). The profit before tax was approximately HK\$0.1 million (2023: approximately HK\$49.2 million). The total amount of non-cash items of approximately HK\$21.0 million (mainly comprise of depreciation expenses and share of result of a joint venture) (2023: approximately HK\$81.1 million (mainly comprise of depreciation expenses and gain on deconsolidation of a subsidiary) and net decrease in working capital of approximately HK\$5.4 million (2023: increase of approximately HK\$2.8 million).

Net cash outflow from investing activities for the Period was approximately HK\$4.5 million (2023: net cash inflow of approximately HK\$20.0 million), which mainly represented the purchase of property, plant and equipment and advances to associates (2023: net proceeds from disposal of financial assets at FVTOCI).

Net cash inflow from financing activities for the Period was approximately HK\$14.6 million (2023: approximately HK\$15.6 million), which mainly represented the proceeds from other borrowings and shareholder's loans and principal element of lease payments.

Foreign Exchange and Interest Rate Exposure and Management

The Group has limited exposure to foreign exchange fluctuations given that most of its assets, liabilities, receipts and payments are principally denominated in Hong Kong dollars, United States Dollar, Macao Pataca and Renminbi with a few denominated in Great Britain Pound and Euro. The Group will continue to monitor its foreign exchange receipts and payments and gearing ratio on an on-going basis and, if necessary, will hedge the foreign exchange exposure by forward contracts. As at 31 December 2023 and 30 June 2024, no bank and other borrowings were denominated in any foreign currencies.

## 管理層討論及分析 (續)

## Management Discussion and Analysis (continued)

### 財務回顧 (續)

### Financial Review (continued)

#### 外匯及利息風險及管理 (續)

#### Foreign Exchange and Interest Rate Exposure and Management (continued)

於二零二四年六月三十日，本集團有銀行及其他借款金額約為48,100,000港元(二零二三年十二月三十一日：約47,500,000港元)。該等銀行及其他借款乃按短期銀行同業拆息以固定利率及浮動利率基準下計息。

As at 30 June 2024, the Group had bank and other borrowings of approximately HK\$48.1 million (31 December 2023: approximately HK\$47.5 million). The bank and other borrowings were arranged at both fixed interest rate and floating interest rate basis at the short-term inter-bank offer rates.

#### 資本結構

#### Capital Structure

期內，本公司並無發行或配發任何新股份。於二零二三年十二月三十一日及二零二四年六月三十日，本公司已發行股份總數為4,754,315,999股。

During the Period, the Company did not issue or allot any new shares. The total number of issued shares of the Company was 4,754,315,999 as at 31 December 2023 and 30 June 2024.

#### 本集團的資產抵押

#### Charge on the Group's Assets

於二零二三年十二月三十一日及二零二四年六月三十日，概無本集團的資產已就本集團所獲取的銀行融資作出抵押。

As at 31 December 2023 and 30 June 2024, none of the Group's assets was pledged to secure the banking facility granted to the Group.

#### 重大收購或出售附屬公司、聯營公司及合營公司

#### Material Acquisition or Disposal of Subsidiaries, Associates and Joint Ventures

於期內，並無對附屬公司、聯營公司或合營企業的重大收購及出售。

There was no material acquisition or disposal of subsidiaries, associates or joint ventures during the Period.

#### 人力資源

#### Human Resources

本集團一直深信僱員為企業最寶貴的資產之一。於二零二四年六月三十日，本集團在香港及澳門聘用129名(二零二三年：187名)全職及兼職僱員。期內員工成本經顯著精簡後(包括董事酬金)約為23,800,000港元(二零二三年：約29,900,000港元)。

The Group adheres to a strong belief that one of the most valuable assets of a corporation is its employees. As at 30 June 2024, the Group had 129 (2023: 187) full-time and part-time employees in Hong Kong and Macau. Staff costs including Directors' emoluments for the Period were significantly streamlined at approximately HK\$23.8 million (2023: approximately HK\$29.9 million).

本集團重視人力資源，並深明吸引及挽留具條件之人才乃其持續成功之關鍵。薪酬待遇一般參考市場條款及個人資歷而定。此外，會按照僱員個別表現及管理層酌情決定向合資格僱員授出購股權及／或酌情花紅。本集團亦向僱員提供強制性公積金計劃、醫療保險計劃、員工購物折扣及培訓課程。

The Group values its human resources and recognises the importance of attracting and retaining qualified staff for its continuing success. Remuneration packages are generally structured with reference to market terms and individual qualifications. In addition, share options and/or discretionary bonuses will also be granted to eligible employees based on individual's performance and upon management's discretion. The Group also provides mandatory provident fund schemes, medical insurance schemes, staff purchases discounts and training programs for the employees.

#### 中期股息

#### Interim Dividend

董事建議期內不派付任何中期股息(二零二三年：無)。

The Directors do not recommend the payment of interim dividend for the Period (2023: Nil).

### 債券之配售

於二零二一年八月二日(交易時段後)，本公司與配售代理Venture Smart Asia Limited(「配售代理」)訂立配售協議(「配售協議」)，據此，配售代理有條件同意按盡力基準擔任配售代理，以促使承配人自配售協議日期起至配售協議日期起六(6)個月屆滿日期止期間以現金認購本金總額最多為50,000,000港元之兩年期9%債券。詳情請參閱本公司日期為二零二一年八月二日的公佈。本公司與配售代理均擬將配售協議延期至二零二五年一月三十一日。

### 發行認股權證

於二零二二年六月二十九日，本公司於悉數贖回本公司先前於二零二一年四月九日發行的可換股債券(「可換股債券」)後已發行581,578,947份非上市認股權證，賦予權利以認購本公司581,578,947股股份(「認股權證」)。

認股權證的發行價為零。認股權證的行使價(受到認股權證的條款及條件所載的調整事件規限並依據認股權證的條款及條件)為每股認股權證股份0.19港元，即：(1)較於發行認股權證公告日期在聯交所所報的收市價每股股份0.1370港元溢價約38.686%；及(2)較緊接發行認股權證公告日期前最後五個連續交易日的平均收市價每股股份0.1380港元溢價約37.681%。

有關贖回可換股債券及發行認股權證之詳情，請參閱本公司日期為二零二二年三月二十八日、二零二二年四月二十一日、二零二二年五月六日、二零二二年五月二十日、二零二二年五月三十日、二零二二年六月二十七日及二零二二年六月二十九日之公告以及本公司日期為二零二二年六月七日之通函。

### Placing of bonds

On 2 August 2021 (after trading hours), the Company entered into a placing agreement (the “**Placing Agreement**”) with Venture Smart Asia Limited, the placing agent (the “**Placing Agent**”), pursuant to which the Placing Agent conditionally agreed to act as placing agent, on a best effort basis, for the purposes of procuring placees to subscribe in cash for the two-year 9% bonds with an aggregate principal amount of up to HK\$50,000,000 during the period commencing from the date of the Placing Agreement and terminating on the date falling on the expiration of six (6) months from the date of the Placing Agreement. Please refer to the announcement of the Company dated 2 August 2021 for details. Both the Company and the Placing Agent intend to further extend the Placing Agreement to 31 January 2025.

### Issue of warrants

On 29 June 2022, the Company issued 581,578,947 unlisted warrants conferring rights to subscribe for 581,578,947 shares of the Company (the “**Warrants**”) upon full redemption of the convertible bonds previously issued by the Company on 9 April 2021 (the “**Convertible Bonds**”).

The issue price of the Warrants is nil. The exercise price (subject to adjustment events set out in and in accordance with the terms and conditions of the Warrants) of the Warrants is HK\$0.19 per warrant share, which represents: (1) approximately 38.686% premium to the closing price of HK\$0.1370 per share as quoted on the Stock Exchange on the date of the announcement of the issue of the Warrants; and (2) approximately 37.681% premium to the average closing price of HK\$0.1380 per share for the last five consecutive trading days immediately preceding the date of the announcement of the issue of the Warrants.

For details of the redemption of the Convertible Bonds and the issue of the Warrants, please refer to the announcements of the Company dated 28 March 2022, 21 April 2022, 6 May 2022, 20 May 2022, 30 May 2022, 27 June 2022 and 29 June 2022 and the circular of the Company dated 7 June 2022.

管理層討論及分析 (續)

Management Discussion and Analysis (continued)

發行認股權證 (續)

Issue of warrants (continued)

假設本公司股本自二零二四年六月三十日起並無變動，且認股權證所附帶認購權獲悉數行使，本公司已發行股份數目將增加581,578,947股（「認股權證股份」），相當於本公司於二零二四年六月三十日已發行股本（即4,754,315,999股股份）的約12.23%及本公司經配發及發行認股權證股份擴大的已發行股本（即5,335,894,946股股份）的約10.90%。

Assuming that there is no change in share capital of the Company since 30 June 2024 and the subscription rights attached to the Warrants are exercised in full, the number of issued shares of the Company will be increased by 581,578,947 (the “**Warrants Shares**”), representing approximately 12.23% of the issued share capital of the Company as at 30 June 2024 (i.e. 4,754,315,999 shares) and approximately 10.90% of the issued share capital of the Company as enlarged by the allotment and issue of the warrants shares (i.e. 5,335,894,946 shares).

轉換認股權證的攤薄影響

Dilution impact of the conversion of warrants

下表載列於二零二四年六月三十日悉數轉換認股權證對本公司股權架構中的股權的攤薄影響。

Set out below is the dilution effect on equity interest of the shareholding structure of the Company upon full conversion of warrants as at 30 June 2024.

主要股東	Substantial shareholders	於二零二四年六月三十日 As at 30 June 2024		於二零二四年六月三十日 悉數轉換認股權證後 Upon full conversion of warrants as at 30 June 2024	
		股份數目 Number of shares	佔已發行股份 概約% Approximately % of issued shares	股份數目 Number of shares	佔已發行股份 概約% Approximately % of issued shares
陳健文先生	Mr. Chen Jianwen	3,095,945,868	65.12	3,095,945,868	58.02

對每股盈利的攤薄影響

Dilution impact on Earnings Per Share

截至二零二三年及二零二四年六月三十日止六個月，潛在普通股具有反攤薄影響。

The effects of potential ordinary shares are anti-dilutive for the six months ended 30 June 2023 and 2024.

其他資料

董事及主要行政人員於本公司或相聯法團股份、相關股份及債權證中之權益及淡倉

於二零二四年六月三十日，除「購股權」項下披露者外，根據聯交所證券上市規則（「上市規則」）所披露，本公司董事及主要行政人員於本公司或其任何相聯法團（定義見證券及期貨條例（「證券及期貨條例」）第XV部）之股份、相關股份及債權證中擁有之權益如下：

於本公司股份之權益

董事姓名 Name of Directors	身份及性質 Capacity and nature	普通股 股份數目 (附註4) Number of ordinary shares (Note 4)	總計 Total	佔已發行 股本概約 百分比 Approximate percentage of issued shares
陳健文先生 Mr. Chen Jianwen	實益擁有人 Beneficial owner	3,095,945,868	3,095,945,868	65.12%
趙麗娟女士 Ms. Chiu Lai Kuen Susanna	實益擁有人 Beneficial owner	1,000,000	1,000,000	0.02%
尹焯強先生 Mr. Wan Yim Keung, Daniel (於二零二四年八月二十八日逝世) (Deceased on 28 August 2024)	實益擁有人 Beneficial owner	7,300,000	7,300,000	0.15%

除上文披露者外，於二零二四年六月三十日，本公司董事或行政總裁概無於本公司或任何相聯法團（定義見證券及期貨條例第XV部）之股份、相關股份或債權證中擁有根據證券及期貨條例第XV部第7及第8分部，或根據證券及期貨條例有關條文被當作或視為擁有之任何權益或淡倉，或根據證券及期貨條例第352條須登記於本公司備存之登記冊之任何權益，或根據上市規則附錄C3所載之上市發行人董事進行證券交易的標準守則（「標準守則」）須知會本公司及聯交所之權益。

Other Information

Directors' and Chief Executive's Interests and Short Positions in the Shares, Underlying Shares and Debentures of the Company or Associated Corporation

As at 30 June 2024, save as disclosed under the heading "Share Option", the interests of the Directors and the chief executive of the Company in the shares, underlying shares and debentures of the Company or any of its associated corporations (within the meaning of Part XV of the Securities and Futures Ordinance (the "SFO")) disclosed in accordance with the Rules Governing the Listing of Securities on the Stock Exchange (the "Listing Rules") were as follows:

Interest in the shares of the Company

Save as disclosed above, as at 30 June 2024, none of the Directors or the Chief Executive Officer of the Company had, pursuant to Divisions 7 and 8 of Part XV of the SFO, nor were they taken to or deemed to have under such provisions of the SFO, any interests or short positions in the shares, underlying shares or debentures of the Company or any associated corporations (within the meaning of Part XV of the SFO) or any interests which are required to be entered into the register kept by the Company pursuant to Section 352 of the SFO or any interests which are required to be notified to the Company and the Stock Exchange pursuant to the Model Code for Securities Transactions by Directors of Listed Issuers (the "Model Code") set out in Appendix C3 to the Listing Rules, was interested in or had any short position.

其他資料 (續)

Other Information (continued)

主要股東於本公司股份及相關股份中之權益及淡倉

Substantial Shareholders' Interest and Short Positions in the Shares and Underlying Shares of the Company

於二零二四年六月三十日，以下人士（並非董事或本公司最高行政人員）於股份或相關股份中擁有根據證券及期貨條例第XV部第2及3分部條文須向本公司披露的權益或淡倉，或須記入本公司根據證券及期貨條例第336條須存置的登記冊內的權益或淡倉：

As at 30 June 2024, the following persons (not being a Director or chief executive of the Company) had interests or short positions in the shares or underlying shares which fall to be disclosed to the Company under the provisions of Divisions 2 and 3 of Part XV of the SFO as recorded in the register required to be kept by the Company pursuant to Section 336 of the SFO:

於股份的好倉

Long Positions in the Shares

股東姓名/名稱	身份/權益性質	普通股數目	相關股份數目	所持股份數目	佔已發行股份概約百分比 (附註1)
Name of shareholders	Capacity/ Nature of interests	Number of ordinary shares	Number of underlying shares	Number of shares held	Approximate percentage of issued shares (Note 1)
JL INVESTMENTS CAPITAL LIMITED	實益擁有人 Beneficial Owner	1,577,287,000	-	1,577,287,000 (附註2) (Note 2)	33.18%
劉智遠先生 Mr. Lau Chi Yuen Joseph	受控法團權益 Interest of controlled corporations	1,577,287,000	-	1,577,287,000	33.18%
家峰有限公司 Karfond Limited	實益擁有人 Beneficial Owner	83,110,000	581,578,947 (附註9) (Note 9)	664,688,947 (附註3及9) (Notes 3 and 9)	13.98%
遠東發展有限公司 Far East Consortium Limited	受控法團權益 Interest of controlled corporations	83,110,000	581,578,947 (附註9) (Note 9)	664,688,947 (附註4及9) (Notes 4 and 9)	13.98%
Far East Consortium (B.V.I.) Limited	受控法團權益 Interest of controlled corporations	83,110,000	581,578,947 (附註9) (Note 9)	664,688,947 (附註5及9) (Notes 5 and 9)	13.98%
尚晉有限公司 Ample Bonus Limited	受控法團權益 Interest of controlled corporations	83,110,000	581,578,947 (附註9) (Note 9)	664,688,947 (附註6及9) (Notes 6 and 9)	13.98%
Far East Consortium International Limited	受控法團權益 Interest of controlled corporations	83,110,000	581,578,947 (附註9) (Note 9)	664,688,947 (附註7及9) (Notes 7 and 9)	13.98%
Sumptuous Assets Limited	受控法團權益 Interest of controlled corporations	83,110,000	581,578,947 (附註9) (Note 9)	664,688,947 (附註7及9) (Notes 7 and 9)	13.98%
Far East Organization (International) Limited	受控法團權益 Interest of controlled corporations	83,110,000	581,578,947 (附註9) (Note 9)	664,688,947 (附註7及9) (Notes 7 and 9)	13.98%
邱達昌先生 Mr. Chiu David	受控法團權益 Interests in a controlled corporation	83,110,000	581,578,947 (附註9) (Note 9)	664,688,947	13.98%
邱吳惠平女士 Ms. Chiu Ng Nancy	配偶權益 Interest of spouse	83,110,000	581,578,947 (附註9) (Note 9)	664,688,947 (附註7、8及9) (Notes 7、8 and 9)	13.98%

主要股東於本公司股份及相關股份中之權益及淡倉 (續)

於股份的好倉 (續)

附註：

- (1) 該等百分比乃根據二零二四年六月三十日的已發行股份總數(即4,754,315,999股股份)計算得出。
- (2) JL INVESTMENTS CAPITAL LIMITED股本全部由Lau Chi Yuen Joseph先生擁有。因此，Lau Chi Yuen Joseph先生被視為於JL INVESTMENTS CAPITAL LIMITED持有的全部股份中擁有權益。
- (3) 家峰有限公司的股本由遠東發展有限公司全資擁有。因此，遠東發展有限公司被視為於家峰有限公司持有的全部相關股份中擁有權益。
- (4) 遠東發展有限公司的股本由Far East Consortium (B.V.I.) Limited全資擁有。因此，Far East Consortium (B.V.I.) Limited被視為於遠東發展有限公司持有的全部相關股份中擁有權益。
- (5) Far East Consortium (B.V.I.) Limited的股本由尚晉有限公司全資擁有。因此，尚晉有限公司被視為於Far East Consortium (B.V.I.) Limited持有的全部相關股份中擁有權益。
- (6) 尚晉有限公司的股本由Far East Consortium International Limited全資擁有。因此，Far East Consortium International Limited被視為於尚晉有限公司持有的全部相關股份中擁有權益。
- (7) Far East Consortium International Limited的股本主要由Sumptuous Assets Limited擁有，佔其股本的48.6%，而Chiu David先生擁有其股本的0.96%。而Sumptuous Assets Limited的股本由Far East Organization (International) Limited全資擁有。此外，Far East Organization (International) Limited的股本由Chiu David先生全資擁有。因此，Sumptuous Assets Limited、Far East Organization (International) Limited及Chiu David先生被視為於Far East Consortium International Limited持有的全部相關股份中擁有權益。

Substantial Shareholders' Interest and Short Positions in the Shares and Underlying Shares of the Company (continued)

Long Positions in the Shares (continued)

Notes:

- (1) These percentages have been compiled based on the total number of issued shares as at 30 June 2024 (i.e. 4,754,315,999 shares).
- (2) The share capital of JL INVESTMENTS CAPITAL LIMITED was wholly owned by Mr. Lau Chi Yuen Joseph. Accordingly, Mr. Lau Chi Yuen Joseph is deemed to be interested in all the shares held by JL INVESTMENTS CAPITAL LIMITED.
- (3) The share capital of Karfond Limited was wholly owned by Far East Consortium Limited. Accordingly, Far East Consortium Limited is deemed to be interested in all the underlying shares held by Karfond Limited.
- (4) The share capital of Far East Consortium Limited was wholly owned by Far East Consortium (B.V.I.) Limited. Accordingly, Far East Consortium (B.V.I.) Limited is deemed to be interested in all the underlying shares held by Far East Consortium Limited.
- (5) The share capital of Far East Consortium (B.V.I.) Limited was wholly owned by Ample Bonus Limited. Accordingly, Ample Bonus Limited is deemed to be interested in all the underlying shares held by Far East Consortium (B.V.I.) Limited.
- (6) The share capital of Ample Bonus Limited was wholly owned by Far East Consortium International Limited. Accordingly, Far East Consortium International Limited is deemed to be interested in all the underlying shares held by Ample Bonus Limited.
- (7) The share capital of Far East Consortium International Limited was substantially owned by Sumptuous Assets Limited with 48.6% of its share capital and Mr. Chiu David with 0.96% of its share capital. And the share capital of Sumptuous Assets Limited was wholly owned by Far East Organization (International) Limited. Furthermore, the share capital of Far East Organization (International) Limited was wholly owned by Mr. Chiu David. Accordingly, Sumptuous Assets Limited, Far East Organization (International) Limited and Mr. Chiu David are deemed to be interested in all the underlying shares held by Far East Consortium International Limited.

其他資料 (續)

Other Information (continued)

主要股東於本公司股份及相關股份中之權益及淡倉 (續)

Substantial Shareholders' Interest and Short Positions in the Shares and Underlying Shares of the Company (continued)

於股份的好倉 (續)

Long Positions in the Shares (continued)

附註：(續)

Notes: (continued)

- (8) 該等相關股份由Chiu David先生持有，由於Chiu Ng Nancy女士為Chiu David先生的配偶，根據證券及期貨條例，Chiu Ng Nancy女士被視為於Chiu David先生持有的全部股份中擁有權益。
- (9) 該等相關股份為悉數贖回可換股價權後本公司於二零二三年六月二十九日向家峰有限公司發行的非上市認股權證。該等於股份中的權益包括(i)由家峰有限公司持有的合共83,110,000股股份；及(ii)於二零二二年六月二十九日根據本公司向家峰有限公司發出的581,578,947份未上市認股權證可能認購的581,578,947股相關股份。

- (8) These underlying shares are held by Mr. Chiu David, as Mrs. Chiu Ng Nancy is the spouse of Mr. Chiu David, Mrs. Chiu Ng Nancy is deemed to be interested in all the shares held by Mr. Chiu David by virtue of the SFO.
- (9) These underlying shares are unlisted warrants issued by the Company to Karford Limited on 29 June 2023 upon full redemption of the Convertible Bonds. These interests in shares comprise of (i) a total of 83,110,000 shares held by Karford Limited; and (ii) the 581,578,947 underlying shares that may be subscribed for pursuant to the 581,578,947 unlisted warrants issued by the Company to Karford Limited on 29 June 2022.

董事認購股份或債務證券之權利

Directors' Rights to Acquire Shares or Debt Securities

除本報告所披露者外，於本期間內任何時間，本公司、其母公司或其任何附屬公司或同系附屬公司並無訂立任何安排，致令董事可透過購入本公司或任何其他法人團體之股份或債務證券(包括債權證)而獲得利益，而於本期間內，董事、行政總裁或彼等之配偶或未滿18歲之子女概無任何權利或已行使任何該等權利以認購本公司之證券。

Save as disclosed herein, at no time during the Period was the Company, its parent company, or any of its subsidiaries or fellow subsidiaries a party to any arrangements to enable the Directors to acquire benefits by means of the acquisition of shares in, or debt securities including debentures of, the Company or any other body corporate and none of the Directors, chief executive or their spouse or children under the age of 18, had any right to subscribe for securities of the Company or had exercised any such rights during the Period.



## 其他資料 (續)

### 購股權計劃

於二零一九年五月二十四日，本公司於股東大會上通過一項決議案，以採納新購股權計劃（「二零一九年計劃」）。

於二零二四年六月三十日，自二零一九年計劃被採納以來，概無任何購股權在二零一九年計劃下被授予、行使、失效及註銷。

於二零二四年一月一日及二零二四年六月三十日，根據二零一九年計劃可供授予之購股權總數為341,256,599份。

於截至二零二四年六月三十日止六個月，本公司並無授予購股權。因此於截至二零二四年六月三十日止六個月根據二零一九年計劃授出之購股權可能發行的股份總數除以截至二零二四年六月三十日止六個月已發行股份之加權平均數為零。

### 重大投資及資本資產的未來計劃

董事會將考慮任何可用於改善本集團的盈利能力和流動性的投資和資本資產計劃。

### 或然負債

於二零二三年十二月三十一日及二零二四年六月三十日，本集團沒有重大或然負債。

### 購買、出售或贖回上市證券

於期內，本公司或其任何附屬公司並無購買、出售或贖回本公司任何上市證券。

### 董事資料之披露

根據上市規則第13.51(B)條，於本公司最新刊發的二零二三年年度報告後董事資料變動載列如下：

副主席兼執行董事尹焯強先生於二零二四年八月二十八日逝世。

除本報告所披露者外，根據上市規則第13.51B(1)條，董事資料並無任何變動。

## Other Information (continued)

### Share Option Scheme

On 24 May 2019, the Company has passed a resolution in a Shareholders' meeting for the adoption of a new share option scheme (the "2019 Scheme").

As at 30 June 2024, no share options were granted, exercised, lapsed and cancelled under the 2019 Scheme since its adoption.

As at 1 January 2024 and 30 June 2024, the total number of options available for grant under the 2019 Scheme were 341,256,599.

No share options were granted by the Company during the six months ended 30 June 2024. Therefore, the total number of shares that may be issued in respect of options granted under the 2019 Scheme during the six months ended 30 June 2024 divided by the weighted average number of shares issued for the six months ended 30 June 2024 was nil.

### Future Plans of Material Investments and Capital Assets

The Board will consider any available plans for investments and capital assets which can improve the Group's profitability and liquidity.

### Contingent Liabilities

As at 31 December 2023 and 30 June 2024, the Group did not have any material contingent liabilities.

### Purchase, Sale or Redemption of Listed Securities

There was no purchase, sale or redemption by the Company, or any of its subsidiaries, of any listed securities of the Company during the Period.

### Disclosure of Information on Directors

Pursuant to Rule 13.51(B) of the Listing Rules, the changes in information of Directors subsequent to the Company's last published 2023 Annual Report are set out below:

Mr. Wan Yim Keung deceased on 28 August 2024 as the Vice-Chairman and the Executive Director.

Save as disclosed herein, there has been no changes to the information of the Directors pursuant to Rule 13.51B(1) of the Listing Rules.

## 其他資料 (續)

### 董事之證券交易

本公司已採納上市發行人董事進行證券交易之標準守則(「標準守則」)，作為其本身有關董事在證券交易方面之操守守則。經向全體董事作出特定垂詢後，本公司確認全體董事於期內一直遵守標準守則載列之規定標準。

### 企業管治慣例

本公司致力設立良好企業管治常規及程序。期內，本集團一直遵守上市規則附錄C1所載之企業管治守則(「企業管治守則」)所訂明之守則條文。

### 審核委員會

本公司已成立審核委員會，並具有明文職權範圍。目前，審核委員會成員包括三名獨立非執行董事郭志成先生、李冠群先生及甄灼寧先生。郭志成先生為審核委員會主席。期內，審核委員會曾召開兩次會議。審核委員會已檢討外部核數、內部監控及風險管理評估之成效。本集團期內之未經審核綜合中期業績及中期報告已經由審核委員會審閱。

### 其他董事委員會

除審核委員會外，本公司已於二零零五年九月十六日成立薪酬委員會及提名委員會。本公司成立該等董事委員會，以確保維持高水平之企業管治標準。

承董事會命  
卓悅控股有限公司  
主席兼執行董事  
陳健文

香港，二零二四年八月三十日

## Other Information (continued)

### Directors' Securities Transactions

The Company has adopted the Model Code for Securities Transactions by Directors of Listed Issuers (the “**Model Code**”) as its own code of conduct regarding securities transactions by the Directors. Having made specific enquiry of all Directors, the Company confirmed that all Directors have complied with the required standard set out in the Model Code for the Period.

### Corporate Governance Practices

The Company is committed to the establishment of good corporate governance practices and procedures. Throughout the Period, the Group has complied with the code provisions prescribed in the Corporate Governance Code (the “**CG Code**”) set out in the Appendix C1 to the Listing Rules.

### Audit Committee

The Company has established the Audit Committee with written terms of reference. At present, members of the Audit Committee comprise of three Independent Non-executive Directors, namely Mr. Kwok Chi Shing, Mr. Lee Kwun Kwan and Mr. Yan Sherman Chuek-ning. Mr. Kwok Chi Shing is the Chairman of the Audit Committee. During the Period, two meetings of the Audit Committee have been held. The Audit Committee has reviewed the effectiveness of both the external audit and internal control and also the risk management evaluation. The unaudited consolidated interim results and the interim report of the Group for the Period have been reviewed by the Audit Committee.

### Other Board Committees

In addition to the Audit Committee, the Company has established a remuneration committee and a nomination committee on 16 September 2005. These board committees were formed to ensure maintenance of high corporate governance standards.

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

Hong Kong, 30 August 2024

簡明綜合損益表

截至二零二四年六月三十日止六個月

Condensed Consolidated Statement of Profit or Loss

For the six months ended 30 June 2024

		截至六月三十日止六個月		
		Six months ended 30 June		
		二零二四年	二零二三年	
		2024	2023	
		千港元	千港元	
		HK\$'000	HK\$'000	
		(未經審核)	(未經審核)	
		(Unaudited)	(Unaudited)	
		附註		
		Notes		
營業額	<b>Turnover</b>	2	55,697	71,206
已售貨品成本	Cost of goods sold		(41,306)	(47,926)
毛利	<b>Gross profit</b>		14,391	23,280
其他收入	Other income	4	3,918	5,674
一間附屬公司終止 綜合入賬之收益	Gain on deconsolidation of a subsidiary		-	102,996
分銷成本	Distribution costs		(3,238)	(6,201)
行政開支	Administrative expenses		(44,886)	(66,694)
其他經營開支	Other operating expenses		-	(252)
分佔一間合營企業之業績	Share of result of a joint venture		37,315	(3,558)
經營業務溢利	<b>Profit from operations</b>		7,500	55,245
融資成本	Finance costs	5	(7,373)	(6,019)
除稅前溢利	<b>Profit before tax</b>		127	49,226
所得稅開支	Income tax expense	6	-	(568)
期內溢利	<b>Profit for the Period</b>	7	127	48,658
每股盈利：	<b>Earnings per share:</b>			
基本及攤薄	Basic and diluted	8	-港仙 HK- cent	1.4港仙 HK1.4 cents

簡明綜合損益及其他全面收益表  
截至二零二四年六月三十日止六個月

Condensed Consolidated Statement of Profit or Loss and Other Comprehensive Income  
For the six months ended 30 June 2024

		截至六月三十日止六個月	
		Six months ended 30 June	
		二零二四年	二零二三年
		2024	2023
		千港元	千港元
		HK\$'000	HK\$'000
		(未經審核)	(未經審核)
		(Unaudited)	(Unaudited)
	附註 Notes		
期內溢利	<b>Profit for the Period</b>	7	127
			48,658
期內其他全面收益／ (開支) (除稅後)：	<b>Other comprehensive income/ (expense) for the Period, net of tax</b>		
隨後不會重新分類至 損益之項目：	<i>Items that will not be reclassified subsequently to profit or loss:</i>		
長期服務金負債重新 計量之收益	Remeasurement gains on long service payment liabilities	27	–
按公平值計入其他全面 收益 (「按公平值計入 其他全面收益」) 之金融 資產之公平值變動	Fair value changes of financial assets at fair value through other comprehensive income ("FVTOCI")	–	(4,794)
期內其他全面 收益／(開支)	<b>Other comprehensive income/ (expense) for the Period</b>	27	(4,794)
期內全面收益總額	<b>Total comprehensive income for the Period</b>	154	43,864

			於二零二四年 六月三十日 At 30 June 2024 千港元 HK\$'000 (未經審核) (Unaudited)	於二零二三年 十二月三十一日 At 31 December 2023 千港元 HK\$'000 (經審核) (Audited)
<b>非流動資產</b>	<b>Non-current assets</b>			
物業、廠房及設備	Property, plant and equipment	9	2,063	820
使用權資產	Right-of-use assets	10	29,278	37,562
無形資產	Intangible assets		-	-
租金及水電按金	Rental and utility deposits		4,656	1,991
按公平值計入其他全面 收益之金融資產	Financial assets at FVTOCI		409	409
於聯營公司之投資	Investments in associates		551	551
於一間合營企業之投資	Investment in a joint venture	12	405,715	368,400
			<b>442,672</b>	<b>409,733</b>
<b>流動資產</b>	<b>Current assets</b>			
存貨	Inventories		6,120	9,657
應收貿易賬款	Trade receivables	13	6,150	1,160
租金及水電按金	Rental and utility deposits		1,121	6,826
預付款項、訂金及 其他應收賬款	Prepayments, deposits and other receivables		59,870	60,623
銀行及現金結餘	Bank and cash balances		6,073	16,109
			<b>79,334</b>	<b>94,375</b>
<b>流動負債</b>	<b>Current liabilities</b>			
應付貿易賬款	Trade payables	14	5,408	4,811
其他應付賬款、已收訂金 及應計費用	Other payables, deposits received and accrued charges		61,914	58,817
合約負債	Contract liabilities		5,078	8,355
應付控股股東款項	Amount due to the controlling shareholder		62,551	32,142
銀行及其他借款	Bank and other borrowings	15	9,604	15,334
租賃負債	Lease liabilities		27,191	27,910
			<b>171,746</b>	<b>147,369</b>
<b>流動負債淨值</b>	<b>Net current liabilities</b>		<b>(92,412)</b>	<b>(52,994)</b>
<b>資產總額減流動負債</b>	<b>Total assets less current liabilities</b>		<b>350,260</b>	<b>356,739</b>

簡明綜合財務狀況表 (續)  
於二零二四年六月三十日

Condensed Consolidated Statement of Financial Position (continued)  
At 30 June 2024

			於二零二四年 六月三十日 At 30 June 2024 千港元 HK\$'000 (未經審核) (Unaudited)	於二零二三年 十二月三十一日 At 31 December 2023 千港元 HK\$'000 (經審核) (Audited)
		附註 Notes		
<b>非流動負債</b>	<b>Non-current liabilities</b>			
其他借款	Other borrowings	15	38,523	32,179
租賃負債	Lease liabilities		28,193	41,085
長期服務金負債	Long service payment liabilities		1,154	1,239
			<b>67,870</b>	74,503
<b>資產淨值</b>	<b>NET ASSETS</b>		<b>282,390</b>	282,236
<b>資本及儲備</b>	<b>Capital and reserves</b>			
股本	Share capital	16	47,543	47,543
儲備	Reserves		234,847	234,693
<b>權益總額</b>	<b>TOTAL EQUITY</b>		<b>282,390</b>	282,236

	股本 Share capital 千港元 HK\$'000	股份溢價賬 Share premium account* 千港元 HK\$'000	資本 購回儲備 Capital redemption reserve* 千港元 HK\$'000	注資儲備 Capital contribution reserve* 千港元 HK\$'000	合併儲備 Merger reserve* 千港元 HK\$'000	認股權 證儲備 Share warrant reserve* 千港元 HK\$'000	外幣 匯兌儲備 Foreign currency translation reserve* 千港元 HK\$'000	按公平值 計入其他 全面收益之 金融資產儲備 Financial assets at FVTOCI reserve* 千港元 HK\$'000	累計虧損 Accumulated losses* 千港元 HK\$'000	總權益 Total equity 千港元 HK\$'000
<b>截至二零二四年六月三十日止六個月 (未經審核)</b>										
於二零二四年一月一日 (經審核)	47,543	292,473	1,181	527	415	22,037	(1,007)	(1,682)	(79,251)	282,236
期內溢利	-	-	-	-	-	-	-	-	127	127
期內其他全面收益	-	-	-	-	-	-	-	-	27	27
<b>For the six months ended 30 June 2024 (unaudited)</b>										
At 1 January 2024 (audited)	47,543	292,473	1,181	527	415	22,037	(1,007)	(1,682)	(79,251)	282,236
Profit for the Period	-	-	-	-	-	-	-	-	127	127
Other comprehensive income for the Period	-	-	-	-	-	-	-	-	27	27
<b>Total comprehensive income for the Period</b>	-	-	-	-	-	-	-	-	154	154
<b>於二零二四年六月三十日 (未經審核)</b>	<b>47,543</b>	<b>292,473</b>	<b>1,181</b>	<b>527</b>	<b>415</b>	<b>22,037</b>	<b>(1,007)</b>	<b>(1,682)</b>	<b>(79,097)</b>	<b>282,390</b>
<b>At 30 June 2024 (unaudited)</b>	<b>47,543</b>	<b>292,473</b>	<b>1,181</b>	<b>527</b>	<b>415</b>	<b>22,037</b>	<b>(1,007)</b>	<b>(1,682)</b>	<b>(79,097)</b>	<b>282,390</b>
<b>截至二零二三年六月三十日止六個月 (未經審核)</b>										
於二零二三年一月一日 (經審核)	35,126	227,902	1,181	-	415	22,037	(1,005)	(7,621)	(122,647)	155,388
出售按公平值計入其他全面收益之 金融資產之虧損轉讓	-	-	-	-	-	-	-	10,673	(10,673)	-
與擁有人交易	-	-	-	-	-	-	-	10,673	(10,673)	-
期內溢利	-	-	-	-	-	-	-	-	48,658	48,658
期內其他全面開支	-	-	-	-	-	-	-	(4,794)	-	(4,794)
<b>For the six months ended 30 June 2023 (unaudited)</b>										
At 1 January 2023 (audited)	35,126	227,902	1,181	-	415	22,037	(1,005)	(7,621)	(122,647)	155,388
Transfer of loss on disposal of financial assets at FVOCI	-	-	-	-	-	-	-	10,673	(10,673)	-
Transaction with owners	-	-	-	-	-	-	-	10,673	(10,673)	-
Profit for the Period	-	-	-	-	-	-	-	-	48,658	48,658
Other comprehensive expense for the Period	-	-	-	-	-	-	-	(4,794)	-	(4,794)
<b>Total comprehensive income for the Period</b>	-	-	-	-	-	-	-	(4,794)	48,658	43,864
<b>於二零二三年六月三十日 (未經審核)</b>	<b>35,126</b>	<b>227,902</b>	<b>1,181</b>	<b>-</b>	<b>415</b>	<b>22,037</b>	<b>(1,005)</b>	<b>(1,742)</b>	<b>(84,662)</b>	<b>199,252</b>
<b>At 30 June 2023 (unaudited)</b>	<b>35,126</b>	<b>227,902</b>	<b>1,181</b>	<b>-</b>	<b>415</b>	<b>22,037</b>	<b>(1,005)</b>	<b>(1,742)</b>	<b>(84,662)</b>	<b>199,252</b>

\* The reserves accounts comprise the Group's reserves of HK\$234,847,000 as at 30 June 2024 (31 December 2023: HK\$234,693,000) in the condensed consolidated statement of financial position.

\* 儲備賬戶包括簡明綜合財務報表中的本集團於二零二四年六月三十日的儲備234,847,000港元(二零二三年十二月三十一日: 234,693,000港元)。

簡明綜合現金流量表

截至二零二四年六月三十日止六個月

Condensed Consolidated Statement of Cash Flows

For the six months ended 30 June 2024

		截至六月三十日止六個月	
		Six months ended 30 June	
		二零二四年	二零二三年
		2024	2023
		千港元	千港元
		HK\$'000	HK\$'000
		(未經審核)	(未經審核)
		(Unaudited)	(Unaudited)
經營活動所用現金淨額	Net cash used in operating activities	(20,083)	(35,099)
投資活動(所用)／產生現金淨額	Net cash (used in)/from investing activities	(4,542)	19,950
融資活動所產生現金淨額	Net cash from financing activities	14,589	15,640
現金及現金等價物(減少)／增加淨額	<b>NET (DECREASE)/INCREASE IN CASH AND CASH EQUIVALENTS</b>	<b>(10,036)</b>	491
於一月一日之現金及現金等價物	<b>CASH AND CASH EQUIVALENTS AT 1 JANUARY</b>	<b>16,109</b>	17,929
匯率變動之影響	Effect of foreign exchange rate changes	-	-
於六月三十日之現金及現金等價物	<b>CASH AND CASH EQUIVALENTS AT 30 JUNE</b>	<b>6,073</b>	18,420



## 1. 一般資料及編製基準

卓悅控股有限公司（「本公司」）乃於開曼群島註冊成立之有限公司。其註冊辦事處地址為 Windward 3, Regatta Office Park, P.O. Box 1350, Grand Cayman KY1-1108, Cayman Islands 及其主要營業地點之地址為香港荃灣橫窩仔街36-50號卓悅大廈十二樓。本公司之股份於香港聯合交易所有限公司（「聯交所」）上市。

本公司為一間投資控股公司及其附屬公司（統稱「本集團」）主要在香港及澳門從事美容、健康及生活時尚產品之批發及零售及電子商務業務。

於二零二四年六月三十日，本公司董事會（「董事」）認為陳健文先生為本公司直接及最終控制權方。

此等截至二零二四年六月三十日止六個月（「期內」）之簡明綜合財務報表乃按照香港會計師公會（「香港會計師公會」）頒佈之香港會計準則第34號「中期財務報告」及香港聯合交易所有限公司證券上市規則（「上市規則」）之適用披露要求而編製。

此等簡明綜合財務報表應與截至二零二三年十二月三十一日止年度之年度綜合財務報表一併閱覽。編製該等簡明綜合財務報表採納的會計政策與截至二零二三年十二月三十一日止年度之年度綜合財務報表中採納者維持一致，惟首次採納以下由香港會計師公會頒佈與本集團營運相關，並於二零二四年一月一日開始之年度期間生效的經修訂香港財務報告準則（「香港財務報告準則」），統稱包括所有適用的個別香港財務報告準則、香港會計準則（「香港會計準則」）及詮釋除外。

## 1. General Information and Basis of Preparation

Bonjour Holdings Limited (the “Company”) was incorporated in the Cayman Islands with limited liability. The address of its registered office is Windward 3, Regatta Office Park, P.O. Box 1350, Grand Cayman KY1-1108, Cayman Islands and its principal place of business is 12/F., Bonjour Tower, No. 36-50 Wang Wo Tsai Street, Tsuen Wan, Hong Kong. The Company’s shares are listed on The Stock Exchange of Hong Kong Limited (the “Stock Exchange”).

The Company is an investment holding company and its subsidiaries (collectively, the “Group”) are principally engaged in wholesaling and retailing of beauty, healthcare and lifestyle products in Hong Kong and Macau and e-commerce business.

As at 30 June 2024, the Board of Directors of the Company (the “Directors”) consider the immediate parent and ultimate controlling party of the Company to be Mr. Chen Jianwen.

These condensed consolidated financial statements for the six months ended 30 June 2024 (the “Period”) have been prepared in accordance with Hong Kong Accounting Standard 34 “Interim Financial Reporting” issued by the Hong Kong Institute of Certified Public Accountants (the “HKICPA”) and the applicable disclosure requirements of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited (the “Listing Rules”).

These condensed consolidated financial statements should be read in conjunction with the annual consolidated financial statements for the year ended 31 December 2023. The accounting policies adopted in the preparation of the condensed consolidated financial statements are consistent with those adopted in the annual consolidated financial statements for the year ended 31 December 2023, except for the adoption of the following amended Hong Kong Financial Reporting Standards (“HKFRSs”) which is a collective term includes all applicable individual HKFRSs, Hong Kong Accounting Standards (“HKAS”) and Interpretations issued by the HKICPA for the first time relevant to the Group’s operations and effective for the annual periods beginning on 1 January 2024.

1. 一般資料及編製基準 (續)

香港會計準則第1號 (修訂本)	將負債分類為流動 或非流動
香港會計準則第1號 (修訂本)	附帶契諾的非流動 負債
香港財務報告準則 第16號(修訂本)	售後租回的租賃 負債
香港詮釋第5號 (經修訂)	財務報表呈列一借 款人對具有按要 求償還條款的定 期貸款的分類
香港會計準則第7號及 香港財務報告準則 第7號(修訂本)	供應商融資安排

採納以上香港財務報告準則對本期間及過往期間的業績及財務狀況的編製及呈列方式並無任何重大影響。

本集團並無就始於二零二四年一月一日或之後的年度期間採納已頒佈但尚未生效的任何新訂及經修訂香港財務報告準則。該等新訂及經修訂香港財務報告準則包括可能與本集團相關的以下各項。

1. General Information and Basis of Preparation (continued)

Amendments to HKAS 1	Classification of Liabilities as Current or Non-current
Amendments to HKAS 1	Non-current Liabilities with Covenants
Amendments to HKFRS 16	Lease Liability in a Sale and Leaseback
Hong Kong Interpretation 5 (Revised)	Presentation of Financial Statements – Classification by the Borrower of a Term Loan that Contains a Repayment on Demand Clause
Amendments to HKAS 7 and HKFRS 7	Supplier Finance Arrangements

The adoption of the above HKFRSs had no material impact on how the results and financial position for the current and prior periods have been prepared and presented.

The Group has not adopted any new and amended HKFRSs that have been issued but are not yet effective for the annual periods beginning on or after 1 January 2024. These new and amended HKFRSs include the following which may be relevant to the Group.

1. 一般資料及編製基準 (續)

1. General Information and Basis of Preparation (continued)

		於以下日期或之後 開始的年度期間生效 <b>Effective for the annual periods beginning on or after</b>
香港會計準則第21號及 香港財務報告準則第1號 (修訂本)	缺乏可兌換性	二零二五年一月一日
Amendments to HKAS 21 and HKFRS 1	Lack of Exchangeability	1 January 2025
香港財務報告準則第9號及 香港財務報告準則第7號 (修訂本)	金融工具的分類與計量	二零二六年一月一日
Amendments to HKFRS 9 and HKFRS 7	Classification and Measurement of Financial Instruments	1 January 2026
香港財務報告準則第18號 HKFRS 18	財務報表列表及披露 Presentation and Disclosure in Financial Statements	二零二七年一月一日 1 January 2027
香港財務報告準則第19號 HKFRS 19	非公共受託責任附屬公司的披露 Subsidiaries without Public Accountability: Disclosures	二零二七年一月一日 1 January 2027
香港詮釋第5號	財務報表呈列－借款人對具有 按要求償還條款的定期貸款的分類	二零二七年一月一日
Amendments to Hong Kong Interpretation 5	Presentation of Financial Statements – Classification by the Borrower of a Term Loan that Contains a Repayment on Demand Clause	1 January 2027
香港財務報告準則第10號及 香港會計準則第28號 (修訂本)	投資者與其聯營公司或合營企業之間的 資產出售或投入	待釐定
Amendments to HKFRS 10 and HKAS 28	Sale or Contribution of Assets between an Investor and its Associate or Joint Venture	Not yet determined

1. 一般資料及編製基準 (續)

董事正在對該等新訂及經修訂香港財務報告準則預期於公告生效日期或之後的首次採納期間的影響進行評估。董事認為首次採納此等準則不太可能對簡明綜合財務報表產生重大影響。

除若干金融資產按公平值列賬外，該等簡明綜合財務報表乃按歷史成本基礎而編製。

該等簡明綜合財務報表以港元（「港元」）呈列，港元亦為本公司之功能及呈列貨幣。

根據香港財務報告準則編製該等簡明綜合財務報表時，管理層須作出影響會計政策應用及資產、負債、收入及開支報告金額之相關判斷、估計及假設。實際結果可能與該等估計不同。該等就應用本集團會計政策及估計不確定因素的主要來源相關的判斷、估計及假設與該等截至二零二三年十二月三十一日止年度之年度綜合財務報表所應用的維持相同。

持續經營評估

期內，本集團錄得經營活動現金流出淨額20,083,000港元，而截至該日，本集團之流動負債淨值為92,412,000港元。本集團業務運營資金主要來自銀行及其他借款、控股股東貸款及內部融資。於二零二四年六月三十日，本集團銀行及現金結餘為6,073,000港元。有鑒於此，董事持續採取各項措施以改善及保持本集團的流動資金，其中包括：

- (a) 最終控股股東陳健文先生已同意並承諾繼續在財務上支持本集團日常營運以履行所有第三方財務責任，以便至少確保於二零二四年六月三十日後十二個月期間的需求；
- (b) 本集團已採取各種成本控制措施以收緊營運成本；

1. General Information and Basis of Preparation (continued)

The Directors are in the process of making assessments of what the impact of these new and amended HKFRSs that are expected to be in the period of initial adoption on or after the effective date of the pronouncement. The Directors consider that the initial adoption of these standards is unlikely to have a significant impact on the condensed consolidated financial statements.

These condensed consolidated financial statements have been prepared on the historical cost basis except for certain financial assets stated at their fair value.

These condensed consolidated financial statements are presented in Hong Kong dollars (“HK\$”) which is also the functional and presentation currency of the Company.

The preparation of these condensed consolidated financial statements in conformity with HKFRSs requires management to make judgements, estimates and assumptions that affect the application of policies and reported amounts of assets, liabilities, income and expenses. Actual results may differ from these estimates. These judgements, estimates and assumptions in applying the Group’s accounting policies and key sources of estimation uncertainty remained the same as those applied in the annual consolidated financial statements for the year ended 31 December 2023.

Going concern assessment

During the Period, the Group incurred net cash outflow from operating activities of HK\$20,083,000 and, as of that date, the Group had net current liabilities of HK\$92,412,000. The Group’s business operations are mainly financed by bank and other borrowings, loans from the controlling shareholder and internal source of financing. As at 30 June 2024, the Group’s bank and cash balances amounted to HK\$6,073,000. In view of these circumstances, the Directors have been continuously implementing measures to improve and maintain the Group’s liquidity which include:

- (a) Mr. Chen Jianwen, the ultimate controlling shareholder, has agreed and committed to continue to support financially the operations of the Group to meet all third-party obligations for at least the ensuing twelve-month period after 30 June 2024;
- (b) The Group has taken various cost control measures to tighten the costs of operations;

1. 一般資料及編製基準 (續)

持續經營評估 (續)

- (c) 本集團正積極與外部各方及銀行進行商洽，以取得新的融資來源，從而為本集團營運資金提供資金及改善本集團流動資金狀況；及
- (d) 本集團將繼續維持向本集團提供融資之各方關係並遵守任何契約規定。

儘管如此，董事於作出適當查詢並考慮現金流量預測基準及以上措施後斷定，本集團財務資源充足，於可見未來可充分滿足其營運資金需求，且可於財務承擔到期時履行有關責任。因此，該等簡明綜合財務報表乃按持續經營基準而編製。

2. 營業額

期內本集團按主要產品劃分下所確認的營業額的分析如下：

1. General Information and Basis of Preparation (continued)

Going concern assessment (continued)

- (c) The Group is actively negotiating with external parties and banks to obtain new sources of financing to finance the Group's working capital and improve the Group's liquidity position; and
- (d) The Group will continue to maintain its relationship with the parties providing facilities to the Group and comply with any covenant requirements.

Notwithstanding the above, the Directors after making due inquiries and considering the basis of cash flow forecast and taking into account the above measures, conclude the Group will have sufficient financial resources to meet in full of its working capital requirements and financial obligations as and when they fall due in the foreseeable future. Accordingly, these condensed consolidated financial statements have been prepared on a going concern basis.

2. Turnover

An analysis of the Group's turnover by major products recognised during the Period is as follows:

		截至六月三十日止六個月	
		Six months ended 30 June	
		二零二四年	二零二三年
		2024	2023
		千港元	千港元
		HK\$'000	HK\$'000
		(未經審核)	(未經審核)
		(Unaudited)	(Unaudited)
香港財務報告準則第15號 範圍內的客戶合約收入：	Revenue from contracts with customers within the scope of HKFRS 15:		
銷售美容、健康及生活時尚 產品	Sales of beauty, healthcare and lifestyle products	26,230	34,797
銷售技術產品	Sales of technology products	29,467	36,409
		55,697	71,206
收入確認的時間： 於一個時間點	Timing of revenue recognition: At a point in time	55,697	71,206

### 3. 分部資料

本集團按業務類別及地理位置管理其業務，該等方式與向管理層內部呈報用以分配資源及檢討表現的資料維持一致。主要運營決策者（「主要運營決策者」）（即執行董事）已將業務類別劃分為兩個可報告分部。

#### (a) 可報告分部資料

### 3. Segment Information

The Group manages its business by business lines and geographical locations in a manner consistent with the information reported internally to the management for resources allocation and review of performance. The chief operating decision maker (the “CODM”), being the Executive Directors, has identified the business lines into two reportable segments.

#### (a) Reportable segment information

		批發及零售 美容、健康及 生活時尚產品 Wholesaling and retailing of beauty, healthcare and lifestyle products 千港元 HK\$'000	批發技術產品 Wholesaling of technology products 千港元 HK\$'000	未分配企業 資產及負債 Unallocated corporate assets and liabilities 千港元 HK\$'000	總計 Total 千港元 HK\$'000
截至二零二四年六月三十日 止六個月 (未經審核):	For the six months ended 30 June 2024 (unaudited):				
可報告分部營業額	Reportable segment turnover	26,230	29,467	-	55,697
可報告分部已售貨品成本	Reportable segment cost of goods sold	(12,126)	(29,180)	-	(41,306)
可報告分部毛利	Reportable segment gross profit	14,104	287	-	14,391
於二零二四年六月三十日 (未經審核):	As at 30 June 2024 (unaudited):				
可報告分部資產	Reportable segment assets	62,648	22,515	436,843	522,006
可報告分部負債	Reportable segment liabilities	(186,212)	-	(53,404)	(239,616)
截至二零二三年六月三十日 止六個月 (未經審核):	For the six months ended 30 June 2023 (unaudited):				
可報告分部營業額	Reportable segment turnover	34,797	36,409	-	71,206
可報告分部已售貨品成本	Reportable segment cost of goods sold	(12,252)	(35,674)	-	(47,926)
可報告分部毛利	Reportable segment gross profit	22,545	735	-	23,280
於二零二三年十二月三十一日 (經審核):	As at 31 December 2023 (audited):				
可報告分部資產	Reportable segment assets	75,043	26,269	402,796	504,108
可報告分部負債	Reportable segment liabilities	(156,969)	-	(64,903)	(221,872)

3. 分部資料 (續)

(b) 分拆客戶合約收入

可報告分部營業額應佔香港財務報告準則第15號範圍內按收入確認時間劃分的營業額分拆載列於下文：

3. Segment Information (continued)

(b) Disaggregation of revenue from contracts with customers

Disaggregation of turnover by the timing over revenue recognition within the scope of HKFRS 15 attributable to the reportable segment turnover is set below:

	批發及零售 美容、健康及 生活時尚產品 Wholesaling and retailing of beauty, healthcare and lifestyle products 千港元 HK\$'000	批發技術產品 Wholesaling of technology products 千港元 HK\$'000	總計 Total 千港元 HK\$'000	
截至二零二四年六月三十日 止六個月(未經審核): 於一個時間點	For the six months ended 30 June 2024 (unaudited): At a point in time	26,230	29,467	55,697
截至二零二三年六月三十日 止六個月(未經審核): 於一個時間點	For the six months ended 30 June 2023 (unaudited): At a point in time	34,797	36,409	71,206

3. 分部資料 (續)

(c) 地區資料

本集團來自外部客戶的營業額按交付貨品所在的地區市場分類，且本集團的非流動資產按資產（金融工具、於一間合營企業之投資及於聯營公司之投資除外）的實體位置分類，詳情如下：

		營業額		非流動資產	
		Turnover		Non-current assets	
		截至六月三十日止六個月		於二零二四年	於二零二三年
		Six months ended 30 June		六月三十日	十二月三十一日
		二零二四年	二零二三年	At 30 June	At 31 December
		2024	2023	2024	2023
		千港元	千港元	千港元	千港元
		HK\$'000	HK\$'000	HK\$'000	HK\$'000
		(未經審核)	(未經審核)	(未經審核)	(經審核)
		(Unaudited)	(Unaudited)	(Unaudited)	(Audited)
香港	Hong Kong	52,901	61,559	29,354	38,187
澳門	Macau	2,796	9,647	1,987	195
		55,697	71,206	31,341	38,382

(d) 來自主要客戶的收入

(d) Revenue from major customers

		截至六月三十日止六個月	
		Six months ended 30 June	
		二零二四年	二零二三年
		2024	2023
		千港元	千港元
		HK\$'000	HK\$'000
		(未經審核)	(未經審核)
		(Unaudited)	(Unaudited)
批發技術產品：	Wholesaling of technology products:		
客戶A	Customer A	14,357	25,940
客戶B	Customer B	7,959	—
客戶C	Customer C	7,151	—



4. 其他收入

4. Other Income

		截至六月三十日止六個月	
		Six months ended 30 June	
		二零二四年	二零二三年
		2024	2023
		千港元	千港元
		HK\$'000	HK\$'000
		(未經審核)	(未經審核)
		(Unaudited)	(Unaudited)
銀行存款利息收入	Interest income on bank deposits	5	15
銀行及其他借款之推算利息	Imputed interest on bank and other borrowings	1,945	–
租金按金之推算利息收入	Imputed interest income on rental deposits	305	406
租金收入	Rental income	45	156
政府補助	Government subsidies	61	4,490
匯兌收益	Exchange gain	397	154
雜項收入	Sundry income	1,160	453
		<b>3,918</b>	<b>5,674</b>

5. 融資成本

5. Finance Costs

		截至六月三十日止六個月	
		Six months ended 30 June	
		二零二四年	二零二三年
		2024	2023
		千港元	千港元
		HK\$'000	HK\$'000
		(未經審核)	(未經審核)
		(Unaudited)	(Unaudited)
租賃負債利息開支	Interest expense on lease liabilities	2,559	3,624
銀行及其他借款利息開支	Interest expense on bank and other borrowings	2,895	1,723
應付控股股東款項利息開支	Interest expense on amount due to the controlling shareholder	1,899	672
長期服務金負債利息開支	Interest expense on long service payment liabilities	20	–
		<b>7,373</b>	<b>6,019</b>

6. 所得稅開支

期內於損益確認所得稅開支如下：

6. Income Tax Expense

Income tax expense recognised in profit or loss during the Period is as follows:

		截至六月三十日止六個月	
		Six months ended 30 June	
		二零二四年	二零二三年
		2024	2023
		千港元	千港元
		HK\$'000	HK\$'000
		(未經審核)	(未經審核)
		(Unaudited)	(Unaudited)
<b>即期稅項－香港利得稅：</b>	<b>Current tax - Hong Kong Profits Tax:</b>		
本期間撥備	Provision for the Period	-	568

香港利得稅按期內之估計應課稅溢利以16.5% (二零二三年：16.5%) 作出撥備，惟本公司於香港註冊成立的一間附屬公司為二級利得稅制度下的合資格法團除外。

Hong Kong Profits Tax is provided at 16.5% (2023: 16.5%) of the estimated assessable profits for the Period, except for one of the Company's subsidiary incorporated in Hong Kong is a qualifying corporation under the two-tiered profits tax regime.

根據該制度，該附屬公司首2百萬港元的應課稅溢利按8.25%的稅率計提課稅，而餘下應課稅溢利則按16.5%的稅率計提課稅。該附屬公司的香港利得稅撥備與二零二三年按相同基準計算。

Under this regime, the first HK\$2 million assessable profits of such subsidiary is taxed at 8.25% and the remaining assessable profits is taxed at 16.5%. The provision for Hong Kong Profits Tax for this subsidiary was calculated at the same basis in 2023.

中國企業所得稅乃按期內估計應課稅溢利之25% (二零二三年：25%) 計提撥備。澳門特別行政區補充稅乃按期內估計應課稅溢利的12% (二零二三年：12%) 計提撥備。

PRC Enterprise Income Tax is provided at 25% (2023: 25%) of the estimated assessable profits for the Period. Macau SAR Complementary Tax is provided at 12% (2023: 12%) of the estimated assessable profits for the Period.

海外附屬公司的稅項乃根據本集團經營所在相關國家的現行法律、詮釋及慣例按適用稅率計提撥備。

Taxation for overseas subsidiaries is provided at the appropriate rates prevailing in the relevant countries where the Group operates based on the existing legislation, interpretation and practices.

7. 期內溢利

期內溢利乃扣除下列項目後達至：

7. Profit for the Period

Profit for the Period is arrived after charging the following items:

		截至六月三十日止六個月	
		Six months ended 30 June	
		二零二四年	二零二三年
		2024	2023
		千港元	千港元
		HK\$'000	HK\$'000
		(未經審核)	(未經審核)
		(Unaudited)	(Unaudited)
已售貨品成本 (附註)	Cost of goods sold (note)	41,306	47,926
物業、廠房及設備折舊	Depreciation of property, plant and equipment	251	124
使用權資產折舊	Depreciation of right-of-use assets	11,588	17,996

附註：已售貨品成本包括滯銷存貨撥備撥回524,000港元(二零二三年：4,683,000港元)於期內損益確認。

Note: Cost of goods sold includes the reversal of allowance for slow-moving inventories of HK\$524,000 (2023: HK\$4,683,000) recognised in profit or loss during the Period.

8. 每股盈利

本公司擁有人應佔每股基本及攤薄盈利計算乃基於以下數據：

8. Earnings Per Share

The calculation of the basic and diluted earnings per share attributable to owners of the Company is based on the following data:

		截至六月三十日止六個月	
		Six months ended 30 June	
		二零二四年	二零二三年
		2024	2023
		千港元	千港元
		HK\$'000	HK\$'000
		(未經審核)	(未經審核)
		(Unaudited)	(Unaudited)
盈利：	Earnings:		
本公司擁有人應佔期內盈利	Profit for the Period attributable to owners of the Company	127	48,658

8. 每股盈利 (續)

8. Earnings Per Share (continued)

		二零二四年 2024 (未經審核) (Unaudited)	二零二三年 2023 (未經審核) (Unaudited)
股份數目：	<b>Number of shares:</b>		
於一月一日及六月三十日之	Weighted average number of ordinary		
普通股加權平均數	shares at 1 January and 30 June	<b>4,754,315,999</b>	3,512,565,999

期內潛在普通股具有反攤薄效應 (二零二三年：反攤薄)。因此，普通股加權平均數目乃用於計算本期間及過往期間的每股基本及攤薄盈利作為分母。

The effect of potential ordinary shares was anti-dilutive for the Period (2023: anti-dilutive). Hence, the weighted average number of ordinary shares was used as a denominator for calculating the basic and diluted earnings per share for both current and prior periods.

9. 物業、廠房及設備

9. Property, Plant and Equipment

期內，本集團收購物業、廠房及設備約1,494,000港元 (二零二三年：17,000港元)。

During the Period, the Group acquired property, plant and equipment of approximately HK\$1,494,000 (2023: HK\$17,000).

10. 使用權資產

10. Right-Of-Use Assets

期內，本集團新增使用權資產約3,304,000港元 (二零二三年：8,283,000港元)。

During the Period, the Group acquired right-of-use assets of approximately HK\$3,304,000 (2023: HK\$8,283,000).

11. 股息

11. Dividends

期內，董事不建議派付本公司擁有人應佔中期股息 (二零二三年：無)。

The Directors do not recommend the payment of interim dividend attributable to owners of the Company for the Period (2023: Nil).

12. 於一間合營公司之投資

12. Investment in a Joint Venture

		二零二四年 2024 千港元 HK\$'000 (未經審核) (Unaudited)	二零二三年 2023 千港元 HK\$'000 (經審核) (Audited)
<b>非上市股本的投資：</b>			
於一月一日	At 1 January	368,400	343,625
分佔一間合營企業之業績	Share of result of a joint venture	37,315	24,775
於六月三十日及 十二月三十一日		At 30 June and 31 December	
		405,715	368,400

於二零二三年十二月三十一日及二零二四年六月三十日，本集團的合營企業詳情如下：

Details of the Group's joint venture as at 31 December 2023 and 30 June 2024 are as follows:

合營企業之名稱	Name of joint venture	商業架構形式 Form of business structure	註冊成立及 業務所在地點 Place of incorporation and business	已發行及 實繳股本詳情 Particulars of issued and paid up share capital	所有權權益 百分比 Percentage of ownership interest	主要活動 Principal activity
CR Business Innovation Investment Fund L.P. (「基金」)	CR Business Innovation Investment Fund L.P. (the "Fund")	獲豁免有限合夥企業 Exempted limited partnership	開曼群島 The Cayman Islands	550,000,000港元 (附註) HK\$550,000,000 (Note)	75% (二零二三年： 75% (2023: 75%)	物業投資 Property investment

附註：股本注資總額550,000,000港元不受任何特定出資到期日之規限。於二零二三年十二月三十一日及二零二四年六月三十日，本集團對基金的未履行資本承擔為61,088,000港元。

Note: The total amount of capital contribution of HK\$550,000,000 is not subject to any specific due date of the contribution. As at 31 December 2023 and 30 June 2024, the Group had an outstanding capital commitment of HK\$61,088,000 to the Fund.

於基金之股權乃使用權益法列賬。

The equity interests in the Fund are accounted for using the equity method.

### 13. 應收貿易賬款

本集團一般就科技產品銷售業務向批發客戶收取全額預付款，而向其餘批發客戶提供的信貸期限為自發票日期起計30至120日（二零二三年：30至120日）；就零售銷售業務而言，向電商客戶提供自發票日期起計30日（二零二三年：30日）之信貸期限，而在零售門店購買貨品的零售銷售客戶須即時付款。

於二零二三年十二月三十一日及二零二四年六月三十日，於計入預期信貸虧損（「預期信貸虧損」）之虧損撥備前，應收貿易賬款的賬齡分析（按發票日期）如下：

### 13. Trade Receivables

The Group generally receives full payments as advanced deposits from the wholesale customers for the sales of technology products business and provides credit terms ranged from 30 to 120 days (2023: 30 to 120 days) from the invoice dates for the rest of wholesales customers, whereas provides 30 days (2023: 30 days) from the invoice dates from the e-commerce customers for the retail sales business and due immediately from the retail customers who purchase the merchandise in retail stores.

As at 31 December 2023 and 30 June 2024, the ageing analysis of trade receivables by invoice dates, before loss allowance for expected credit losses ("ECLs"), is as follows:

		於二零二四年 六月三十日 At 30 June 2024 千港元 HK\$'000 (未經審核) (Unaudited)	於二零二三年 十二月三十一日 At 31 December 2023 千港元 HK\$'000 (經審核) (Audited)
0-30日	0-30 days	6,437	543
31-60日	31-60 days	434	209
61-90日	61-90 days	5	347
91-120日	91-120 days	6	51
120日以上	More than 120 days	28	853
應收貿易賬款總額	Trade receivables, gross amount	6,910	2,003
減：預期信貸虧損之 虧損撥備	Less: Loss allowance for ECLs	(760)	(843)
應收貿易賬款淨額	Trade receivables, net amount	6,150	1,160

14. 應付貿易賬款

一般而言，當地供應商提供的信貸期限為自收貨日期起介乎30日至120日（二零二三年：30至120日），而海外供應商要求本集團在交付產品之前支付發票金額的30%至50%（二零二三年：30%至50%）作為按金，並在產品到貨之前或之後（視乎採購合約條款及條件而定）結算餘款。

於二零二三年十二月三十一日及於二零二四年六月三十日，應付貿易賬款之賬齡分析（按收取貨物日期）如下：

14. Trade Payables

In general, credit terms offered by local suppliers are ranged from 30 to 120 days (2023: 30 to 120 days) from the dates of receipt of goods whereas overseas suppliers request the Group to pay from 30% to 50% (2023: 30% to 50%) of the invoice amounts as deposits before delivery of products and to settle the remaining balance before or after the arrival of products depending on the terms and conditions of purchase contracts.

As at 31 December 2023 and 30 June 2024, the ageing analysis of trade payables by dates of receipt of goods, is as follows:

		於二零二四年 六月三十日 At 30 June 2024 千港元 HK\$'000 (未經審核) (Unaudited)	於二零二三年 十二月三十一日 At 31 December 2023 千港元 HK\$'000 (經審核) (Audited)
0-30日	0-30 days	535	89
31-60日	31-60 days	24	-
61-90日	61-90 days	120	42
91-120日	91-120 days	9	-
120日以上	More than 120 days	4,720	4,680
		<b>5,408</b>	4,811

15. 銀行及其他借款

15. Bank and Other Borrowings

		於二零二四年 六月三十日 At 30 June 2024 千港元 HK\$'000 (未經審核) (Unaudited)	於二零二三年 十二月三十一日 At 31 December 2023 千港元 HK\$'000 (經審核) (Audited)
無抵押：	<b>Unsecured:</b>		
銀行借款	Bank borrowings	3,511	3,792
其他借款	Other borrowings	44,616	43,721
		<b>48,127</b>	47,513

16. 股本

16. Share Capital

		股份數目 Number of shares	千港元 HK\$'000
<b>法定：</b>	<b>Authorised:</b>		
每股面值0.01港元之普通股 於二零二三年一月一日 (經審核)、二零二三年 十二月三十一日 (經審核)、二零二四年 一月一日(經審核)及 二零二四年六月三十日 (未經審核)	Ordinary shares of HK\$0.01 each At 1 January 2023 (audited), 31 December 2023 (audited), 1 January 2024 (audited) and 30 June 2024 (unaudited)	10,000,000,000	100,000
<b>已發行及繳足：</b>	<b>Issued and fully paid:</b>		
每股面值0.01港元之普通股 於二零二三年一月一日 (經審核)	Ordinary shares of HK\$0.01 each At 1 January 2023 (audited)	3,512,566,000	35,126
股東貸款資本化下 已發行股份	Shares issued under capitalisation of shareholder's loan	1,241,750,000	12,417
於二零二三年 十二月三十一日(經審核) 及二零二四年六月三十日 (未經審核)	At 31 December 2023 (audited) and 30 June 2024 (unaudited)	4,754,316,000	47,543



**17. 或然負債**

於二零二三年十二月三十一日及二零二四年六月三十日，本集團沒有重大或然負債。

**17. Contingent Liabilities**

As at 31 December 2023 and 30 June 2024, the Group did not have any material contingent liabilities.

**18. 關聯方交易**

- a) 除該等簡明綜合財務報表其他部份披露之關聯方交易及結餘外，本集團於本期間及過往期間未曾與關聯方進行其他重大交易。
- b) 期內，董事及其他主要管理層成員之薪酬如下：

**18. Related Party Transactions**

- a) In addition to those related party transactions and balances disclosed elsewhere in the condensed consolidated financial statements, the Group had no other material transactions with its related parties during both current and prior periods.
- b) The remuneration for the Directors and other members of key management during the Period was as follows:

		截至六月三十日止六個月	
		Six months ended 30 June	
		二零二四年	二零二三年
		2024	2023
		千港元	千港元
		HK\$'000	HK\$'000
		(未經審核)	(未經審核)
		(Unaudited)	(Unaudited)
董事袍金	Directors' fees	302	302
薪金	Salaries	3,000	3,000
退休計劃供款	Retirement plans contributions	18	27
		<b>3,320</b>	<b>3,329</b>

卓悦 控股有限公司  
BONJOUR Holdings Limited  
Hong Kong Stock Code 653

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