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Bonjour Holdings Limited **卓悦控股有限公司**

(Incorporated in the Cayman Islands with limited liability)

(Stock Code: 653)

VOLUNTARY ANNOUNCEMENT **REGARDING COMMENCEMENT OF STRATEGIC COOPERATION**

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

STRATEGIC COOPERATION LAUNCH CEREMONY

The board (the “**Board**”) of directors (the “**Directors**”) of the Company is pleased to announce that on 30 July 2026, the Group and Hong Kong Cloud Warehouse lucky Development Co., Limited (香港雲倉大吉發展有限公司) (“**Cloud Warehouse**”) formally held the strategic cooperation launch ceremony entitled “A Thousand Ships Set Sail for Mutual Success” (“千帆出海 雙向奔赴”) at the headquarters of the Company. Following the signing of a strategic cooperation agreement (the “**Agreement**”) between the parties on 13 July 2026, this launch ceremony marks the transition of the cooperation between the parties from strategic consensus to full implementation, and the evolution of their strategic partnership from the signing of the agreement into a substantive market expansion phase.

The launch ceremony was attended by Mr. Chen Jianwen, Chairman of the Board of the Company, Mr. Jing Tao (荆濤), Chairman of Cloud Warehouse, together with representatives of the business teams of both parties, who jointly witnessed the commencement of the cooperation.

This cooperation (the “**Cooperation**”) is guided by the concept of “A Thousand Ships Set Sail for Mutual Success”. The parties will, through a collaboration model characterised by mutual trust, mutual benefit and resource sharing, jointly explore new industry opportunities in the era of mass consumption, and create greater value for consumers, brand owners and channel partners.

SCOPE OF COOPERATION

Pursuant to the signed Agreement and the consensus reached at this launch, the Company will leverage its capabilities as a Hong Kong listed company in resources integration, brand management experience and corporate governance advantages to facilitate the opening of its Hong Kong showroom resources, and strive to provide product display and overseas investment promotion and incubation services for Mainland enterprises, including Cloud Warehouse. The parties will carry out in-depth cooperative exploration focusing on market expansion and investment promotion for both Hong Kong local business and Mainland China business, as well as business extension into the sectors of department store merchandise, liquor, beauty and fast-moving consumer goods.

Cloud Warehouse and its professional team have been entrusted to provide comprehensive business operation services and support to the operating entity under the Agreement, including business integration, marketing, investment promotion and operations, training systems and cross-border business expansion, among others.

Based on the service framework under the Agreement, Cloud Warehouse has set a revenue target of HK\$30,000,000 for the operating entity for the period ending 31 December 2026. Cloud Warehouse will apply its professional experience and resources in business integration, omni-channel marketing, channel development and cross-border business to endeavour to drive the operating entity to achieve such revenue target.

The parties have agreed to actively explore the possibility of enhancing overall distribution efficiency through technology empowerment, big data analysis and smart supply chain, with a view to building a more comprehensive new consumption service system and promoting the synergistic development of the upstream and downstream segments of the industry chain.

INFORMATION ON THE STRATEGIC COOPERATION PARTNER

Cloud Warehouse has a solid foundation in liquor supply chain management, channel development and market coverage, and possesses a well-established channel network and market operation experience.

To the best of the Directors' knowledge, information and belief, having made all reasonable enquiries, Cloud Warehouse is independent of the Company and its connected persons (as defined in the Rules Governing the Listing of Securities on The Stock Exchange (the "**Listing Rules**")).

REASONS FOR AND BENEFITS OF THE COOPERATION

In recent years, the Company has been actively promoting corporate transformation, gradually evolving from a traditional retail enterprise into a new-type enterprise focusing on "consumption + technology", and striving to create a new business model integrating technology and services. The launch of this Cooperation represents an important milestone in the Group's transformation and development, and is a significant step for the Group towards a new consumption service platform.

This Cooperation aims to fully leverage the respective comprehensive resource advantages of the Group and Cloud Warehouse, carry out business optimisation through all-round cooperation, and achieve a balanced development of short-term results and mid- to long-term strategic objectives. This Cooperation will also bring significant opportunities for both parties, enabling the Group to proactively expand its business scope and geographical coverage, achieve business diversification and global development, and at the same time strive to achieve a win-win outcome for both parties.

The Board believes that this Cooperation will further promote the Group's sustainable development and steady growth going forward, enhance its profitability, and bring considerable returns to the Shareholders.

GENERAL INFORMATION

The Board wishes to remind the Shareholders and potential investors that this launch ceremony represents the commencement of implementation of the agreement already entered into by the parties, and does not constitute any legally binding specific business commitment. The advancement of specific cooperation projects is subject to further negotiation and implementation by the parties based on market conditions. The Company will strictly comply with the requirements of the Listing Rules and applicable laws and regulations, and will make further announcements on the material progress of this Cooperation as and when appropriate.

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

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

Hong Kong, 4 August 2026

As at the date of this announcement, the Board comprises Mr. Chen Jianwen, Mr. Wong Kai Chi and Dr. Chiu Lai Kuen, Susanna as executive Directors; Mr. Kwok Chi Shing, Mr. Lee Kwun Kwan and Mr. Yan Sherman Chuek-ning as independent non-executive Directors.