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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)

INSIDE INFORMATION POSITIVE PROFIT ALERT

This announcement is made by Bonjour Holdings Limited (the “**Company**”, together with its subsidiaries, the “**Group**”) pursuant to Rule 13.09(2)(a) of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited (the “**Listing Rules**”) and the Inside Information Provisions (as defined in the Listing Rules) under Part XIVA of the Securities and Futures Ordinance (Chapter 571 of the Laws of Hong Kong).

The board (the “**Board**”) of directors (the “**Directors**”) of the Company wishes to inform the shareholders of the Company (the “**Shareholders**”) and potential investors that, based on a preliminary review of the unaudited consolidated management accounts of the Group for the year ended 30 June 2026 (“**FY2026**”) and the information currently available to the Board, the Group is expected to record a profit for the year of approximately HK\$8 million for FY2026, as compared with a loss of approximately HK\$278 million for the eighteen months ended 30 June 2025 (the “**Comparative Period**”).

Based on the information currently available to the Board, the expected turnaround from loss to profit was mainly attributable to the following factors:

- (i) the expected recognition of a fair value gain on the Group’s investment in CR Business Innovation Investment Fund L.P. (the “**Fund**”), which is classified as a financial asset at fair value through profit or loss, for FY2026, mainly attributable to the expected appreciation in the market value of the Fund’s underlying property in Tsuen Wan; as compared with a fair value loss of approximately HK\$47.7 million recognised for the Comparative Period;
- (ii) the non-recurrence during FY2026 of the loss on investment in a joint venture of approximately HK\$59.1 million and the loss on deemed disposal of a joint venture of approximately HK\$46.9 million recognised for the Comparative Period; and
- (iii) the substantial decrease in the Group’s loss from operations from approximately HK\$99.8 million for the Comparative Period to approximately HK\$18.0 million for FY2026, together with the decrease in finance costs and other expenses from approximately HK\$24.0 million for the Comparative Period to approximately HK\$16.3 million for FY2026.

Shareholders and potential investors should note that FY2026 covers a period of twelve months ended 30 June 2026, whereas the Comparative Period covered a period of eighteen months ended 30 June 2025. The above comparison should therefore be read in this context.

As at the date of this announcement, the valuation of the Fund's underlying property and, accordingly, the fair value of the Group's investment in the Fund have not been finalised. The expected fair value gain referred to above is based on the latest preliminary valuation information available to the Board and may be subject to adjustment upon finalisation of such valuation.

The Company is still in the process of finalising the annual results of the Group for FY2026. The information contained in this announcement is based only on the preliminary assessment by the Board with reference to the unaudited consolidated management accounts of the Group and the information currently available to the Board. Such information has not been audited or reviewed by the Company's independent auditor and may be subject to further adjustments. The actual results of the Group for FY2026 may therefore differ from the information contained in this announcement.

Shareholders and potential investors are advised to refer to the annual results announcement of the Company for FY2026, which is expected to be published on 30 September 2026, for details of the Group's financial performance for FY2026.

Shareholders and potential 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, 24 September 2026

As at the date of this announcement, the Board comprises Mr. Chen Jianwen (Chairman), Mr. Wong Kai Chi (Vice-Chairman) 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.