



Bonjour Holdings Limited

卓悅控股有限公司

(Incorporated in the Cayman Islands with limited liability)

(Stock Code: 653)

POSITIVE PROFIT ALERT

The Board wishes to inform the Shareholders and investors that the unaudited consolidated interim results of the Group for the six months ended 30 June 2008 is expected to record more than 100% increase in profit attributable to equity holders of the Company in comparison with the results for the corresponding period in 2007.

Shareholders and investors should exercise caution when dealing in the shares of the Company.

Based on the unaudited financial statements of the Group for the six months ended 30 June 2008, the board of directors (the “Board”) of Bonjour Holdings Limited (the “Company”, which together with its subsidiaries are collectively referred to as the “Group”) wishes to inform the shareholders of the Company (the “Shareholders”) and investors that the unaudited consolidated interim results of the Group for the six months ended 30 June 2008 is expected to record more than 100% increase in profit attributable to equity holders of the Company in comparison with the results for the corresponding period in 2007 principally attributable to various factors including: (1) increase in turnover of retail division; (2) substantial increase in turnover of beauty services division; and (3) saving in rental costs.

For six months ended 30 June 2007, the profit attributable to equity holders of the Company and the basic earning per share of the Company amounted to HK\$20.2 million and HK8.86 cents respectively.

This positive profit alert announcement is derived from the preliminary calculations by the senior management of the Company during the course of reviewing the management accounts of the Group for the purpose of compiling the interim report of the Company for the six months ended 30 June 2008. As the Group’s results for the six months ended 30 June 2008 have not yet been finalized, the information contained in this announcement is only preliminary estimate of the Company. The Board will publish such results in accordance with the requirements under the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited by mid of September 2008.

Shareholders and investors should exercise caution when dealing in the shares of the Company.

By order of the Board
Bonjour Holdings Limited
Ip Chun Heng, Wilson
Chairman

Hong Kong, 18 August 2008

As of the date of this announcement, the Board comprises of four executive directors namely Dr. Ip Chun Heng, Wilson, Ms. Chung Pui Wan, Mr. Yip Kwok Li and Mr. Chan Chi Chau; and three independent non-executive directors namely Mr. Wong Chi Wai, Dr. Chow Ho Ming and Mr. Lo Hang Fong.