

*Hong Kong Exchanges and Clearing Limited and The Stock Exchange of Hong Kong Limited take no responsibility for the contents of this announcement, make no representation as to its accuracy or completeness and expressly disclaim any liability whatsoever for any loss howsoever arising from or in reliance upon the whole or any part of the contents of this announcement.*



## **Bonjour Holdings Limited**

**卓悦控股有限公司**

*(Incorporated in the Cayman Islands with limited liability)*

**(Stock Code: 653)**

### **PROFIT WARNING**

This announcement is made by Bonjour Holdings Limited (the “**Company**”, together with its subsidiaries, the “**Group**”) pursuant to Rule 13.09 of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited.

The board of directors of the Company (the “**Board**”) wishes to inform the shareholders of the Company (the “**Shareholders**”) and potential investors that, based on the Group’s unaudited management accounts for the period ended 30 June 2012, the consolidated profit attributable to the shareholders of the Company for the period ended 30 June 2012 is expected to significantly decline as compared to the period ended 30 June 2011.

The reasons for the expected decline in the consolidated profit attributable to the Shareholders for the period ended 30 June 2012 are primarily as follows:

1. The stable sales of beauty treatment packages with a decreasing redemption rate leads to the decrease in both turnover and profits generated from the beauty and health salons segment in the first half of 2012;
2. Despite a recorded moderate growth in retail turnover over the review period, the rental expenses accelerated at a faster pace than that of the revenue growth in the first half of 2012; and
3. Increase in the expense recognition of the share-based payments arising from share options granted in 2011.

The Company is in the process of finalizing the consolidated financial results of the Group for the period ended 30 June 2012. The information contained in this announcement is only a preliminary assessment by the Company based on the unaudited management accounts of the Group for the period ended 30 June 2012 which has not been confirmed nor reviewed by the Company’s auditor or audit committee. Details of the reviewed consolidated financial results and performance of the Group will be disclosed in the interim results announcement for the period ended 30 June 2012 to be published in due course.

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

On behalf of the Board  
**Bonjour Holdings Limited**  
**Ip Chun Heng, Wilson**  
*Chairman and executive Director*

Hong Kong, 10 August 2012

As at the date of this announcement, the Board comprises the following Directors:

*Executive Directors:*

Dr. Ip Chun Heng, Wilson

Ms. Chung Pui Wan

Mr. Yip Kwok Li

Mr. Chan Chi Chau

*Independent non-executive Directors:*

Mr. Wong Chi Wai

Dr. Chow Ho Ming

Mr. Lo Hang Fong