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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)

UNAUDITED SALES INFORMATION OF THE RETAILING BUSINESS IN HONG KONG AND MACAU DURING THE LABOUR DAY HOLIDAY IN 2013

The board of directors (the “Board”) of Bonjour Holdings Limited (the “Company”) is pleased to announce the unaudited sales performance of the Company and its subsidiaries (the “Group”) during the Labour Day Holiday (being 27 April to 1 May 2013) compared to the sales performance of the corresponding period last year (being 27 April to 1 May 2012) is as follows:

	During the Labour Day Holiday (being 27 April to 1 May 2013)
The retail business in Hong Kong and Macau	
Year-on-year growth in retail sales	Approximately 19%
Year-on-year growth in same store sales	Approximately 33%

During the Labour Day Holiday in 2013, the retail business in Hong Kong and Macau of the Group saw an increase of approximately 19% in sales, compared to the corresponding period last year. The growth was attributed to the growth of the inbound visitors to Hong Kong from the mainland as well as the improvement on local spending.

The Board wishes to remind investors and/or shareholders of the Company that the above sales information of the Labour Day Holiday (being 27 April to 1 May 2013) are prepared in accordance with the internal records and the unaudited management accounts of the Group, and such records and accounts have not been reviewed or audited by the auditor of the Company. Such data may be different from the information to be disclosed in the audited financial statements announced in the future. Investors and/or shareholders of the Company should not unduly rely on such data and are advised to exercise caution when dealing in the shares of the Company.

This announcement is disclosed voluntarily.

On behalf of the Board
Bonjour Holdings Limited
Ip Chun Heng, Wilson
Chairman

Hong Kong, 6 May 2013

As at the date of this announcement, the executive directors of the Company are Dr. Ip Chun Heng, Wilson, Ms. Chung Pui Wan and Mr. Yip Kwok Li; the independent non-executive directors of the Company are Mr. Wong Chi Wai, Dr. Chow Ho Ming and Mr. Lo Hang Fong.