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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)

POSITIVE PROFIT ALERT

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 “**Listing Rules**”) and the Inside Information Provisions (as defined in the Listing Rules) of Part XIVA of the Securities and Futures Ordinance (Chapter 571, Laws of Hong Kong).

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 2013, the consolidated profit attributable to the shareholders of the Company for the period ended 30 June 2013 is expected to increase by 40%-50% as compared to the period ended 30 June 2012.

The reasons for the expected increase in the consolidated profit attributable to the Shareholders for the period ended 30 June 2013 are primarily as follows:

1. An increase in turnover for the period ended 30 June 2013 as compared to the period ended 30 June 2012; and
2. There are no share-based payments for the period ended 30 June 2013 while the share-based payments for the period ended 30 June 2012 was HK\$20 million.

The Company is in the process of finalizing the consolidated financial results of the Group for the period ended 30 June 2013. 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 2013 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 2013 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

Hong Kong, 6 August 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.