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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)**

#### **VOLUNTARY DISCLOSURE UNAUDITED SALES INFORMATION OF THE RETAILING BUSINESS IN HONG KONG AND MACAU DURING THE FIRST SEVEN DAYS OF CHINESE NEW YEAR**

The board of directors (the “Board”) of Bonjour Holdings Limited (the “Company”) wishes to announce the unaudited sales performance of the Company and its subsidiaries (the “Group”) during the first seven days of Chinese New Year (being 31 January to 6 February 2014) compared to the sales performance of the corresponding period last year (being 10 to 16 February 2013) is as follows:

	<b>During the first seven days of Chinese New Year (being 31 January to 6 February 2014)</b>
<b>The retail business in Hong Kong and Macau</b>	
Year-on-year growth in retail sales	Remain flat
Year-on-year growth in same store sales	Approximately -4%

During the first seven days of Chinese New Year, the Group’s retail business in Hong Kong and Macau recorded a flat growth, compared to the corresponding period of the last year. This was mainly attributed to the high base number of last year, which affected the performance of sales growth of this Chinese New Year. Besides, the arrival pattern of Mainland travellers has been changing. Some visitors have progressively changed to visit Hong Kong during normal days which disperse the peak season of visiting and dilute the peak effect from holiday seasons.

The Group believes that the spending power of visitors remains strong. Sales volume in January of this year recorded a low double digit growth, compared with the same period of last year. The Group is still cautiously optimistic in respect of the sales growth of the whole year.

**The Board wishes to remind investors and/or shareholders of the Company that the above sales information of the first seven days of the Chinese New Year (being 31 January to 6 February 2014) 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 and Executive Director*

Hong Kong, 12 February 2014

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