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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)

UPDATE ON THE PRIVATE TENDER IN RELATION TO THE POSSIBLE ACQUISITION

This announcement is made by Bonjour Holdings Limited (the “**Company**”, together with its subsidiaries, the “**Group**”) pursuant to Rule 13.09(2)(a) of the Listing Rules and Inside Information Provision under Part XIVA of the Securities and Futures Ordinance (Chapter 571, Laws of Hong Kong).

Reference is made to the announcement (the “**Announcement**”) of the Company dated 17 April 2014 in relation to, among other matters, the Private Tender in respect of Possible Acquisition. Unless otherwise defined herein, capitalised terms used in this announcement shall have the same meaning as defined in the Announcement.

On 30 April 2014 (After trading hour), the Purchaser is notified of the conclusion of the Private Tender from the Vendor that the Purchaser is not awarded the Private Tender. Therefore, as disclosed in the Announcement, since no binding agreement in relation to the Possible Acquisition has been entered into by the Purchaser with the Vendor, the Possible Acquisition is now lapsed. The Vendor has returned the Initial Deposit in the sum of HK\$30,000,000, which was paid by the Purchaser upon submission of the Private Tender, to the Purchaser when the Purchaser was notified of the conclusion of the Private Tender.

The Board considers that the lapse of the Possible Acquisition will not have any material adverse impact on the existing business operation and the financial position of the Group and will not have any impact on the long term development of the Group.

Shareholders and potential investors are urged 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, 30 April 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.