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Bonjour Holdings Limited
卓悅控股有限公司

(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 CHINA NATIONAL DAY
HOLIDAY (THE “GOLDEN WEEK”) IN 2014

The announcement is made, on a voluntary basis, by the Board of directors (the “Board”) of Bonjour Holdings Limited (the “Company”) to inform the Company’s shareholders and potential investors about the unaudited retail sales performance of the Company and its subsidiaries (the “Group”) in Hong Kong and Macau during the Golden Week, from 1 to 7 October 2014 (the “Period”).

**Retail sales performance in Hong Kong
and Macau:**

Year-on-Year retail sales growth

Year-on-Year same store sales growth

**During the Golden Week
from 1 to 7 October 2014**

Approximately minus 8%

Approximately minus 16%

The Group’s retail sales in Hong Kong and Macau saw an approximately 8% YoY decline during the Golden Week in 2014, mainly attributable to the drop in the overall traffic. Sales to both Mainland visitors and local customers recorded a decline during the Period whereas the former mainly attributable to the decrease in their average spending and the latter is mainly attributable to the decrease in the number of transactions.

Moreover, the recent protests in Central, Causeway Bay, Mong Kok and Tsim Sha Tsui (the “Affected Districts”) have been affecting the sales performance of the Group as about half of our retail stores are located in the Affected Districts. Certain stores were even needed to close business at the time when clashes occurred. As a result, the sales of the Affected Districts recorded a significant drop during the Period. The Group will stay alert on the development of the demonstration.

The Board wishes to remind investors and/or shareholders of the Company that the above sales information 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.

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

Hong Kong, 9 October 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.