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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)

PROFIT WARNING

This announcement is made by Bonjour Holdings Ltd (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 under the Listing Rules) under Part XIVA of the Securities and Futures Ordinance (Cap. 571 of the 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 information currently available to the Board, the Group’s net profit for the year ended 31 December 2014 (the “Period”) is expected to decline by approximately 10-20% as compared to the corresponding period of last year.

The expected decline of the Group’s net profit for the Period is primarily due to the following reasons:

1. The same store sales growth in Hong Kong and Macau for the Period has recorded a drop for an approximately 1.6% where the most significant decline is found in the fourth quarter, the traditional high season of our Group. The Board considers the 79-day pro-democracy protest in Hong Kong which began in late September 2014 has affected the Group’s retail sales performance in the fourth quarter, especially in the affected districts like Mongkok and Causeway Bay where our Group has a number of stores located nearby.
2. The Group saw a smaller ticket size for the Period as compared with the corresponding period in the last year. This is mainly attributable to a change in PRC tourist mix to tourists from lower-tier cities with lesser spending power, increasing number of day-trippers and increasing popularity of Korean beauty products which in general selling at a relatively lower price than those higher-priced European or Japanese brands.

3. Increase in some one-time expenses such as recognition of the share-based payment expenses arising from share options granted in July 2014 as well as store pre-opening and reinstatement expenses.

The Company is in the process of finalizing the consolidated financial results of the Group for the Period. The information contained in this announcement is only a preliminary assessment by the Company based on the unaudited latest management accounts of the Group currently available 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 annual results announcement for the year ended 31 December 2014 in due course.

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, 16 January 2015

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.