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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 the Company pursuant to Rule 13.09 of the Listing Rules and the inside information provisions under Part XIVA of the SFO.

The Board wishes to inform Shareholders and potential investors that, based on a preliminary review of the Group's management accounts, the Group is expected to record a significant increase in profit for the six months ended 30 June 2015 as compared with the corresponding period in 2014.

**Shareholders and potential investors are advised to exercise caution when dealing in the shares of the Company.**

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 and the Inside Information Provisions (as defined in the Listing Rules) under 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 and potential investors that, based on the preliminary review the latest available unaudited consolidated management accounts of the Group, it is expected that the Group will probably record a significant increase in net profit for the six months ended 30 June 2015 (the "Relevant Period") as compared to that of the corresponding period in 2014 (the "Comparative Period").

The expected increase in net profit for the Relevant Period is mainly comprised of:

- (1) gain from disposal of beauty and health salons operation which was completed on 1 January 2015 with an amount approximately HK\$400 million;
- (2) expected decline in operating profit from retail and wholesale business during the Relevant Period, which is mainly attributable to the general decline of the Hong Kong retail market;
- (3) recognition of an one-off share-based payment expenses arising from share options granted in January 2015.

This positive profit alert announcement is only based on the preliminary review of the Group's management accounts available for the time being, which are still subject to possible adjustments arising from further internal review by the Board. The unaudited interim results of the Group for the six months ended 30 June 2015 have not yet been finalized and will be announced 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 and executive Director*

Hong Kong, 29 May 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.*