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BONJOUR

Bonjour Holdings Limited

卓悦控股有限公司

(Incorporated in the Cayman Islands with limited liability)

(Stock Code: 653)

INSIDE INFORMATION

DISPOSAL OF SHARES BY A SUBSTANTIAL SHAREHOLDER

Reference is made to the announcement of Bonjour Holdings Limited (the “**Company**”) dated 10 December 2015 in relation to the clarification of the controlling shareholder of the Company, Mr. Wilson, Ip Chun Heng (“**Mr. Ip**”) of possible sale of shares of the Company to a potential investor. This announcement is made by the Company pursuant to Rule 13.09(2)(a) of the Rules Governing the Listing of Securities of the Stock Exchange of Hong Kong Limited and the Inside Information Provisions under Part XIVA of the Securities and Futures Ordinance (Chapter 571 of the Laws of Hong Kong).

The Board of Directors of the Company (the “**Board**”) has been informed by Mr. Ip that Promised Return Limited (wholly owned by Deco City Limited which is wholly owned by Mr. Ip and his spouse Ms. Chung Pui Wan (collectively “**Mr. and Mrs. Ip**”) equally), the controlling shareholder of the Company, has entered into an agreement with a third party independent of the Company on 16 December 2015 to dispose of 550,000,000 shares (the “**Sale Shares**”) of the Company (the “**Disposal**”).

The Disposal by Promised Return Limited has been conducted by way of a placement at a price of HK\$0.555 per Sale Share. The Sale Shares represent approximately 16.12% of the total issued share capital of the Company at the time of the Disposal.

Immediately before completion of the Disposal, Mr. and Mrs. Ip was interested in approximately 57.35% of the total issued share capital of the Company.

Immediately upon completion of the Disposal, assuming there is no other change in the share capital of the Company, the shareholding of Mr. and Mrs. Ip has been reduced to approximately 41.23% of the total issued share capital of the Company.

At the date of this announcement, Mr. and Mrs. Ip has no plan to continue reduction of the shareholding in the Company in the near future and the Board does not expect the Disposal and the reduction of the shareholding of Promised Return Limited in the Company will have any material adverse impact on the business or operations of the Company.

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

This announcement is made by the Order of the Company of the Board collectively and individually accepts responsibility for the accuracy of this announcement.

By Order of the Board
Bonjour Holdings Limited
Ip Chun Heng, Wilson
Chairman and executive Director

Hong Kong, 16 December 2015

As at the date of this announcement, the executive directors of the Company are Dr. Ip Chun Heng, Wilson, Ms. Chung Pui Wan and Mr. Yip Kwok Li; and the independent non-executive directors of the Company are Mr. Wong Chi Wai, Dr. Chow Ho Ming and Mr. Lo Hang Fong.