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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)

POSITIVE PROFIT ALERT

This announcement is made by the Company pursuant to Rule 13.09 of the Listing Rules and the Inside Information Provisions (as defined in the Listing Rules) under Part XIVA of the SFO.

The Board would like to inform the shareholders of the Company and potential investors that based on a preliminary assessment of the unaudited consolidated management accounts of the Group, it is expected that the Group would record a significant increase in consolidated net profit for the year ended 31 December 2015 as compared to the consolidated net profit for the year ended 31 December 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 of the Laws of Hong Kong).

The board of directors of the Company (the “**Board**”) would like to inform the shareholders of the Company and potential investors that, based on the preliminary assessment of the latest available unaudited management accounts of the Group, the Group is expected to record a significant increase in consolidated net profit for the year ended 31 December 2015 (the “**Year**”) as compared to the consolidated net profit for the year ended 31 December 2014.

The expected increase in consolidated net profit for the Year, among others, is mainly comprised of:

- (1) gain from disposal of beauty and health salons operation for approximately HK\$400 million;
- (2) significant decline in operating profit from retail and wholesale business during the Year, 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

The Company is in the process of finalizing the consolidated financial results of the Group for the Year. 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 2015 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, 22 January 2016

As of the date of this announcement, the Board comprises of four executive Directors namely Dr. Ip Chun Heng, Wilson, Ms. Chung Pui Wan, Mr. Yip Kwok Li and Mr. Chen Jianwen; and three independent non-executive Directors namely Mr. Wong Chi Wai, Dr. Chow Ho Ming and Mr. Lo Hang Fong.