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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)*

### **PROFIT WARNING**

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 (the “Listing Rules”) and the Inside Information Provisions (as defined under the Listing Rules) under Part XIVA of the Securities and Futures Ordinance (Chapter 571 of the Laws of Hong Kong).

The board of directors (the “Directors”) of the Company (the “Board”) wishes to inform the shareholders of the Company (the “Shareholders”) and potential investors that, based on a preliminary assessment of the information currently available to the Board, including the unaudited management accounts for the ten months ended 31 October 2016 and, the Board currently expects the Group to record a net loss for the year ended 31 December 2016 (the “Review Period”) as compared to a net profit of around HK\$432,228,000 in the last corresponding period. Major reasons are as follow:

- 1) In the last corresponding period of 2015, there was a one-off non-operating profit from the discontinued operations amounting to around HK\$398,968,000, and
- 2) In the Review Period, the Group’s turnover has been declined given the prolonged sluggish retail environment and slow consumer sentiment among Mainland tourists.

The information contained in this announcement is based on a preliminary assessment of the information currently available to the Board, including the unaudited management accounts of the Group for the ten months ended 31 October 2016 and is not based on any financial figures or information which have been confirmed, reviewed or audited by the Company's auditor. Further details of the Group's financial results and performance for the year ending 31 December 2016 will be disclosed in the annual results announcement of the Group in due course.

The Board wishes to remind investors and/or Shareholders that the above financial 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 and executive Director*

Hong Kong, 29 December 2016

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