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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 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 consolidated management accounts for the four months ended 30 April 2017, the Group is expected to record a substantial loss for the six months ended 30 June 2017 (the “**Review Period**”). Such loss was primarily due to the realized loss on disposal of available-for-sale financial assets of approximately HK\$10 million and the continual stagnant sales in retail market. In addition, the Company suffered from a substantial unrealized loss on fair value of available-for-sale financial assets of approximately HK\$106 million due to the volatile stock market in Hong Kong at end of the Review Period, which will be recorded as a decline in other comprehensive income of the Company.

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 four months ended 30 April 2017 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 six months ended 30 June 2017 will be disclosed in the interim 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. 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, 6 July 2017

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.