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BONJOUR

**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 the potential investors that, based on a preliminary assessment of the information currently available to the Board, including the unaudited consolidated management accounts of the Group for the ten months ended 31 October 2017. The Group is expected to record a substantial increase in consolidated net loss during the year ended 31 December 2017 (the “**Review Year**”) as compared with the corresponding period last year. Such increase in expected loss is mainly attributable to the fact that the Group is required to make a one-off impairment loss for the available-for-sale financial assets.

Save for the above-mentioned impairment loss for the available-for-sale financial assets, the principal operating business of the Group has been overall improved during the Review Year. It is expected that the turnover for the full year will be improved to a low single-digit year-over-year (“yoy”) decrease from a high single-digit yoy decrease (a yoy decrease of 9.3% as set out in the interim results announcement for the current year) and the return on sales for the second half of the year will also expect to improve significantly as compared to the announced -6.3% for the first half of the year.

The information contained in this announcement is based on a preliminary assessment of the information currently available to the Board, including the unaudited consolidated management accounts of the Group for the ten months ended 31 October 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 year ended 31 December 2017 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 has been prepared based on 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 those disclosed in the audited financial statements to be published in 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, 15 December 2017

*As at 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.*