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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 the potential investors that, based on a preliminary assessment of the information currently available to the Board, including the latest unaudited consolidated management accounts of the Group, the Group is expected to record a net loss for the six months ended 30 June 2019 whereas the unaudited consolidated net profit recorded in the last corresponding period was HK\$7.4 million.

The Board believes that such reversal from profit to loss is mainly attributable to the weak sales performance brought about by the recent global and local economy, such as the US-China trade war, the depreciation of RMB, and the demonstrations and social unrest in Hong Kong occurred in June. Moreover, the implementation of the e-Commerce law in China at the beginning of the year has severely hit the mainland “Daigou” (surrogate shopping) which has, to a certain extent, adversely affected our Group’s turnover in the short-term.

The information contained in this announcement is based on a preliminary assessment of the information currently available to the Board, including the latest unaudited consolidated management accounts of the Group 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 2019 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 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 July 2019

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.