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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 substantial increase in loss for the year ended 31 December 2019 whereas the audited consolidated net loss in the last corresponding year was around HK\$39.6 million.

The Hong Kong economy saw an abrupt deterioration in the second half of 2019. Consumption and tourism related sectors were being hard hit by the local social incidents. Moreover, the global economic slowdown and escalated US-Mainland trade tensions weighed further on the Hong Kong economic outlook. The Group’s turnover has deteriorated severely and is expected to record a double-digit year-on-year decline for the year ended 31 December 2019. The average gross profit margin also decreases mainly due to the change of sales mix, consumer’s spending pattern and the increase in promotion to attract customers. Facing such economic downturn, in a view to ease the difficult situation, the Group now has key focuses on cost optimization and value creation by streamlining operational efficiency and better business planning to build or sustain our competitive advantage.

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 year ended 31 December 2019 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, 16 December 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.