

Hong Kong Exchanges and Clearing Limited and The Stock Exchange of Hong Kong Limited take no responsibility for the contents of this announcement, make no representation as to its accuracy or completeness and expressly disclaim any liability whatsoever for any loss howsoever arising from or in reliance upon the whole or any part of the contents of this announcement.



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 unaudited consolidated loss for the six months ended 30 June 2020 by not less than 300% as compared to the unaudited consolidated loss recorded in the last corresponding period of approximately HK\$29.5 million.

The Board believes that such expected increase in loss is mainly attributable to 1) the weak sales performance brought about by the demonstrations and social unrest in Hong Kong occurred last year, resulting in the number of tourists visiting Hong Kong having declined significantly since then. Owing to the quarantine measures implemented by the government since the outbreak of COVID-19 in January of this year, the number of tourists visiting Hong Kong has further declined and the local consumer sentiment has also been weakened. The Board believes that all these provoked the challenging situation that led to the weak sales performance of the retail stores of the Group in Hong Kong; and 2) an impairment provision of right-of-use assets and property, plant and equipment, inventories and other related provisions that apply to the retail store assets arising from losses at the Group’s retail stores. Such provisions are non-cash items and have no impact on the Group’s cash flow or liquidity position.

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 2020 will be disclosed in the interim results announcement of the Company which is expected to be published by the end of August 2020.

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 consolidated 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 interim results announcement of the Company. Investors and/or Shareholders of the Company should not unduly rely on such data and are advised to read carefully the details in the interim results announcement of the Company and exercise caution when dealing in the securities of the Company.

By order of the Board
Bonjour Holdings Limited
Chen Jianwen
Chairman and Executive Director

Hong Kong, 31 July 2020

As at the date of this announcement, the Board comprised Mr. Chen Jianwen, Dr. Ip Chun Heng, Wilson, Ms. Chung Pui Wan, Mr. Wan Yim Keung, Daniel and Mr. Lam Chi Wing as executive Directors; Mr. Wong Chi Wai, Dr. Chow Ho Ming and Mr. Lo Hang Fong as independent non-executive Directors.