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Bonjour Holdings Limited
卓悦控股有限公司

(Incorporated in Cayman Islands with limited liability)
(Stock Code: 653)

VOLUNTARY ANNOUNCEMENT
LATEST INVESTMENT PROJECT

This announcement is made by Bonjour Holdings Limited (the “**Company**”, together with its subsidiaries as the “**Group**”) on a voluntary basis to keep its shareholders and potential investors of the Company on the latest business development of the Group.

The board of directors (the “**Board**”) of the Company is pleased to announce that, in order to capitalise on the opportunities from the rapid growth of e-commerce in Asia market, the Group has invested in Evolut Holdings Pte. Ltd. (“**Evo**”), a social business software start-up incorporated in Singapore. This round of investment represents the seed round of financing for Evo, and such investment is estimated to be completed on or around 11 September 2020.

Evo is committed to developing social business software, which will help Internet celebrities optimise their backend operation so as to allow them to sell more products and expand the scale rapidly. This software will also be helpful for brands and vendors who cooperate with Internet celebrities as promotion and sales channels to achieve success. The proceeds from this investment will be mainly applied in the further research and development of the software.

The novel coronavirus pandemic is fundamentally changing the consumption pattern globally. In this background, the Group understands that traditional retailers need to undergo transformation and intensively develop e-commerce retailing. Previously, the Group has become the first Hong Kong-based partner of Taobao University. By providing relevant knowledge and training through online and offline education and courses, it is designed to proactively and comprehensively create an e-commerce training platform so as to drive the retailing industry in Hong Kong towards a new era. The Board believes that this strategic investment has reflected the Company's confidence in the future development prospect of e-commerce. Leveraging Evo's abundant experience in building and launching commerce and payment solutions in Southeast Asia, this investment will be conducive to consolidating the online sales channels of the Group, which will undoubtedly create huge synergies for the development of the social commerce of the Group and for its oversea business expansion.

GENERAL INFORMATION

To the best of the knowledge, information and belief of the Directors having made all reasonable enquires, the investee is independent of, and not connected with, the Company and its connected persons and not otherwise a connected person of the Company for the purpose of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited (the "**Listing Rules**"). As none of the applicable percentage ratios exceed 5%, the investment does not constitute a notifiable transaction for the Company under the Listing Rules.

Shareholders and potential investors of the Company are advised to 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, 10 September 2020

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