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BONJOUR

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 an increase of approximately 70% or above in consolidated net loss for the year ended 31 December 2020 as compared with the corresponding period of the last year; and the audited consolidated net loss of the last corresponding year was approximately HK\$130.6 million.

In 2020, the turnover of the Group has decreased, primarily due to the outbreak of the COVID-19 pandemic globally resulting in the severe impact on the retail and travel industries as well as the taking of quarantine measures by various countries resulting in a significant decrease in visitors to Hong Kong and less citizens going out for shopping. During the year ended 31 December 2020, the turnover of the Group was expected to record a double-digit decrease as compared with last year. The average gross margin also decreased accordingly, as the Group offered more discount incentives to attract consumption. Despite the fact that the pandemic created an extremely tough business environment in Hong Kong, the Group leveraged upon the new opportunities from the transformation of consumers’ shopping patterns under the new normal, to proactively promote the digitalization of the business modes, expedite the development of e-commerce and strive to meet the new shopping experience of consumers while effectively controlling costs, so as to maintain operational efficiency and achieve long-term sustainability of the Group, and resume its profitability as quickly as practicable.

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 2020 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 published in the future.

Investors and/or Shareholders of the Company are advised to exercise caution when dealing in the securities of the Company.

On behalf of the Board
Bonjour Holdings Limited
Chen Jianwen
Chairman and Executive Director

Hong Kong, 25 February 2021

As at the date of this announcement, the Board comprised Mr. Chen Jianwen, Mr. Ip Chun Heng, Wilson, Mr. Wan Yim Keung, Daniel, Ms. Chung Pui Wan, Mr. Kwan Tat Cheong and Ms. Chiu Lai Kuen, Susanna as executive Directors; Mr. Lee Kwun Kwan, Mr. Kwok Chi Shing and Mr. Yan Sherman Chuek-ning as independent non-executive Directors.