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## **VOLUNTARY ANNOUNCEMENT COOPERATION AGREEMENT**

This announcement is made by Bonjour Holdings Limited (the “**Company**”, together with its subsidiaries as the “**Group**”) on a voluntary basis to update 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 expedite the digital transformation of the Group and capture the significant business opportunities of the rapidly growing e-commerce market in Asia, during December 2020 to February 2021, the Group entered into a cooperation agreement (the “**Cooperation Agreement(s)**”) with each of FutureNow Data Technology Ltd. (“**FutureNow**”), VisionMatrix Technology Limited (“**VisionMatrix**”), Riverland Enterprise Company Limited (“**Riverland**”), Chain of Demand Limited (“**Chain of Demand**”) and Hampen Technology Corporation Limited (“**Hampen Technology**”) which are companies incorporated in Hong Kong (collectively, the “**Cooperating Parties**”).

The Group connected with the Cooperating Parties through the Cyberport Enterprise Network of Hong Kong Cyberport Management Company Limited (“**Cyberport**”). Cyberport is the digital technology hub of Hong Kong, and is committed to promoting the integration of new and traditional economies, expedite digital transformation of business, offer business opportunities for technology start-ups and connect enterprises with technology start-ups. Through the Cyberport Enterprise Network, Cyberport proactively reaches out to traditional enterprises to provide customized solutions to solve their business pain points and provide a key connection within the ecosystem of innovation and technology industry.

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. The Group was the first Hong Kong-based partner of Taobao University. To expedite the digital transformation and develop e-commerce retailing, the Cooperation Agreements aim to match the Company's business pain points with start-ups' innovative digital solutions and drive the retailing industry in Hong Kong towards a new era. The Board believes that the Cooperation Agreements have reflected the Company's confidence in the prospect of e-commerce. The entering of the Cooperation Agreement will further optimize and enhance the Group's regional layout of its retailing area, expand its operation scale, promote e-commerce retailing and relevant development, and support the continuing innovation of the Company.

The Board is of the view that the terms and conditions of the Cooperation Agreements are on normal commercial terms and are fair and reasonable, and such Cooperation Agreements are in the interest of the Company and its shareholders.

### **GENERAL INFORMATION**

To the best of the knowledge, information and belief of the Directors having made all reasonable enquires, each of FutureNow, VisionMatrix, Riverland, Chain of Demand, Hampen Technology and Cyberport is independent of the Company and its connected persons (as defined in 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 Cooperation Agreements do 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, 18 March 2021

*As at the date of this announcement, the Board comprises 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.*