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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)

VOLUNTARY ANNOUNCEMENT

MEMORANDUM OF UNDERSTANDING IN RELATION TO THE POSSIBLE COOPERATION

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

THE MEMORANDUM OF UNDERSTANDING

The board (the “**Board**”) of directors (the “**Directors**”) of the Company is pleased to announce that on 28 March 2021, Bonjour Lifestyle Company Limited (“**Bonjour Lifestyle**”), a wholly owned subsidiary of the Company, entered into a non-legally binding memorandum of understanding (the “**MOU**”) with HK3861 Enterprise Group Shares Limited, 三八六一九九家政服務(廣州)有限公司, 廣西三八六一母嬰服務股份有限公司 and 三八六一網絡科技(廣州)有限公司 (the “**Cooperating Partners**”), Independent Third Parties, which own not less than 3000 retail stores in the People’s Republic of China, in relation to possible cooperation with the Cooperating Partners and its related companies in various aspects including products, branding, franchise stores, possible cooperation in retail business within communities as well as possible investment opportunities (the “**Possible Cooperation**”). Bonjour Lifestyle and the Cooperating Partners agree that both parties will discuss the Possible Cooperation in further details based on the MOU.

After signing the MOU, the Company shall be entitled to conduct due diligence investigations on the operation, business, financial, and legal matter of the Cooperating Partners. The Cooperating Partners shall, and shall procure the relevant parties, to provide assistance in this regard.

The MOU represents the preliminary mutual understanding of the parties and does not constitute any legally binding commitment in respect of the Possible Cooperation, save and except that each party agrees to be legally bound by certain confidentiality clause pursuant to the MOU. The Possible Cooperation is subject to the negotiation and execution of the formal agreement(s) between the relevant parties, if any.

REASONS FOR AND BENEFITS OF THE POSSIBLE COOPERATION

In view of the Possible Cooperation, the Directors believe that the Possible Cooperation, if materialized, will enable the Group to expand its existing business scope in wholesale and retail of beauty and healthcare products, enhance its profitability and bring more considerable returns to the shareholders of the Company (the “Shareholders”).

GENERAL

Further announcement(s) in relation to the Possible Cooperation will be made by the Company as and when appropriate in compliance with the Listing Rules.

WARNINGS: Shareholders and potential investors should note that the Possible Cooperation may or may not materialize. 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, 28 March 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. Kwok Chi Shing, Mr. Lee Kwun Kwan and Mr. Yan Sherman Chuek-ning as independent non-executive Directors.