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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 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, on 4 May 2021, Bonjour Technology Services Limited, a wholly owned subsidiary of the Company, entered into a non-binding Memorandum of Understanding (the “**MOU**”) with Huawei International Co. Limited (“**HUAWEI**”), in relation to the application of retail technology innovation to support the business transformation and sustainable development of the Group, and the cooperation in the co-branding marketing between the Group and HUAWEI. (“**Possible Cooperation**”).

REASONS FOR AND BENEFITS OF THE POSSIBLE COOPERATION

COVID-19 has brought changes in the structure of sales channels, the Group adapted to the circumstance and developed a new retail innovation platform, upgraded from a traditional retail that focuses on cosmetics to an all-inclusive omnichannel e-Commerce retail model. In view of the Possible Cooperation, the Directors believe that the Possible Cooperation, if materialized, will enable the Group to further optimize the Group’s e-commerce retailing and relevant development, enhance its profitability and bring more considerable returns to the shareholders of the Company (the “**Shareholders**”).

GENERAL INFORMATION

To the best of the knowledge, information and belief of the Directors having made all reasonable enquires, HUAWEI is independent of the Company and its connected persons (as defined in the Rules Governing the Listing of Securities on the Stock Exchange (the “**Listing Rules**”)). 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.

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, 4 May 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.