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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

CLARIFICATION ANNOUNCEMENT ON MEDIA REPORT

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 announces that, as for the media report recently which states that the Group will concentrate all resources on the development of E-commerce business in China and abandon the Hong Kong market, the Board hereby clarifies that, the local retail and E-commerce business of the Group will be developed at the same time, the Group will actively build stores in “new retail” mode locally, and the Group will comprehensively add more lifestyle products, health and home products in addition to cosmetics to enrich the diversified product mix of the Group, so as to bring the good experience of “Beauty, Health, Beautiful Life” for customers. And the E-commerce business will be expanded into the markets in Mainland China, Southeast Asia, Europe and America, etc.

In order to meet consumers’ evolving demands and shopping experience, the Group launched its new retail experience store called “Bonjour Life O2O” in August 2020, and applied new technologies such as big data and retail tech to achieve the online and offline commerce integration. This new retail store has renovated the traditional sales model, and leverage on social media channels to help facilitate sales and improve operational efficiency. The digital transformation will be able to increase the sales for the Group in the long run and bring new business opportunities.

Meanwhile, the Group established the “HKMALL (香港貓)” eCommerce platform in 2021, which has enabled Hong Kong-based brands and enterprises to expand their business footprints into Mainland China, Southeast Asia, Europe and America and many other jurisdictions globally. The “HKMALL (香港貓)” products are sold to 34 jurisdictions through a total of 44 channel platforms with coverage of over 3.0 billion people, which serves as a new driving force for the economic development of Hong Kong and the Group.

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, 20 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.