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*(Incorporated in the Cayman Islands with limited liability)*

**(Stock Code: 653)**

## **VOLUNTARY ANNOUNCEMENT DEVELOPMENT COOPERATION FRAMEWORK 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 on its latest business development.

### **DEVELOPMENT COOPERATION FRAMEWORK AGREEMENT**

The board (the “**Board**”) of directors (the “**Directors**”) of the Company is pleased to announce that Bonjour Technology Services Limited (卓悅科技服務有限公司) (“**Bonjour Technology**”), a subsidiary of the Company, entered into a development cooperation framework agreement (the “**Framework Agreement**”) with China Mobile Hong Kong Company Limited (“**China Mobile Hong Kong**”) on 16 June 2021 in relation to the potential business cooperation between Bonjour Technology and China Mobile Hong Kong (the “**Potential Business Cooperation**”) subject to the terms and conditions of the formal agreement(s) (the “**Formal Agreement(s)**”).

According to the Framework Agreement, Bonjour Technology and China Mobile Hong Kong unanimously agreed to cooperate on aspects such as 5G retail application scenarios development, integrated informatization services, joint marketing on online platforms, big data marketing cooperation, and employee welfare reciprocity, etc.

### **INFORMATION ON CHINA MOBILE HONG KONG**

China Mobile Hong Kong is a company incorporated and continues to operate in the Hong Kong Special Administrative Region of the People’s Republic of China. It is also a subsidiary of China Mobile Limited (stock code: 941.HK) and is principally engaged in businesses including providing personal customers, the government, enterprises and other group customers with overall solutions for communication and mobile informatization.

## REASONS FOR ENTERING INTO THE FRAMEWORK AGREEMENT

The Group is principally engaged in the retail of cosmetics and consumer goods, whereas Bonjour Technology mainly provides information technology support services for the Group's online retail business.

The Directors believe that the Framework Agreement can fully explore and utilize the superior resources of Bonjour Technology and China Mobile Hong Kong in their respective fields and improve the application level of products and services. The online eCommerce platform “HKMall (香港貓)” of Bonjour will leverage on the technological strengths of China Mobile Hong Kong and collaborate on resources to help small and medium enterprises and merchants in Hong Kong to open up sales channels in the Greater Bay Area and other cities in the Mainland. The Potential Business Cooperation can effectively improve the business performance of the Group, promote the diversification of its existing business portfolio and expand the sources of income.

## GENERAL

The Framework Agreement contains certain legally binding obligations such as confidentiality, use of trademark, transfer of rights or obligations of the agreement, modification and termination of the agreement, effect of the agreement, applicable laws and dispute resolution, arbitration, and third-party rights. In addition, the other terms and annexes of the Framework Agreement are not legally binding, nor do they constitute any contracts or evidence or implication of signing a contract.

The Framework Agreement is the basic principle for subsequent cooperation. Therefore, matters not covered in the Framework Agreement shall be implemented in accordance with the Formal Agreement(s) signed by both parties, and if there is a conflict between the Formal Agreement(s) and the Framework Agreement, the Formal Agreement(s) shall prevail. The Framework Agreement shall be valid for three years with automatic extension of one year indefinitely if no party disagrees when it expires.

The terms of the Formal Agreement(s) have yet to be agreed between Bonjour Technology and China Mobile Hong Kong. The Framework Agreement does not necessarily result in the entering into of the Formal Agreement(s), and the transaction contemplated thereunder may not be completed. If the Potential Business Cooperation is implemented, it may constitute a notifiable transaction of the Company under Chapter 14 of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited (the “**Listing Rules**”). If the Formal Agreement(s) is entered into between both parties, the Company will issue further announcement on the Potential Business Cooperation in due course in accordance with the Listing Rules. Shareholders and potential investors of the Company should note that the Potential Business Cooperation may not be implemented. Shareholders of the Company and/or potential investors of the Company are advised to exercise caution when dealing in shares of the Company.

By order of the Board  
**Bonjour Holdings Limited**  
**Chen Jianwen**  
*Chairman and Executive Director*

Hong Kong, 16 June 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.*