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**VOLUNTARY ANNOUNCEMENT
STRATEGIC COOPERATION
MEMORANDUM OF UNDERSTANDING**

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

STRATEGIC COOPERATION MEMORANDUM OF UNDERSTANDING

On 8 December 2021, Bonjour Health, a wholly owned subsidiary of the Company, entered into a strategic cooperation memorandum of understanding (“**MOU**”) with Apex Boom Limited (“**Apex Boom**”) in relation to the cooperation in business development in the aesthetic medical market (the “**Possible Cooperation**”). The MOU does not constitute a legally binding agreement on the parties thereto.

REASONS AND BENEFITS OF ENTERING INTO THE MOU

The Group is principally engaged in the retail and wholesale of beauty and health-care products in Hong Kong, Macau and the PRC. The Directors are of the view that the Possible Cooperation would provide the Group opportunities to develop the aesthetic medical market, and expand the Group’s business and revenue base in the future, which is in line with the business development strategy of the Group.

INFORMATION ON APEX BOOM

Apex Boom is a limited liability company incorporated in Hong Kong and is wholly owned by Dr. Wong Wo Yuen as at the date of this announcement. To the best of the Directors’ knowledge, information and belief and having making reasonable enquires, each of Apex Boom and its ultimate beneficial owner, Dr. Wong Wo Yuen, is independent of the Company and its connected persons (as defined in the Listing Rules).

DEFINITIONS

In this announcement, unless the context otherwise requires, capitalised terms used shall have the following meanings:

“Bonjour Health”	Bonjour Health Limited (卓悅健康有限公司), a company incorporated in Hong Kong with limited liability and a wholly-owned subsidiary of the Company;
“Director(s)”	the director(s) of the Company from time to time;
“Hong Kong”	the Hong Kong Special Administrative Region of the PRC;
“Listing Rules”	the Rules Governing the Listing of Securities on the Stock Exchange;
“Macau”	the Macau Special Administrative Region of PRC;
“PRC”	the People’s Republic of China, which for the purpose of this announcement shall exclude Hong Kong, the Macau Special Administrative Region of the People’s Republic of China and Taiwan; and
“Stock Exchange”	The Stock Exchange of Hong Kong Limited.

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

Hong Kong, 8 December 2021

As at the date of this announcement, the board of Directors comprised Mr. Chen Jianwen, Mr. Wan Yim Keung, Daniel 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.