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Bonjour Holdings Limited

卓悦控股有限公司

(Incorporated in the Cayman Islands with limited liability)

(Stock Code: 653)

VOLUNTARY ANNOUNCEMENT REFERRAL AGREEMENT AND MEMORANDUM OF UNDERSTANDING

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

REFERRAL AGREEMENT

The board (the “**Board**”) of directors (the “**Directors**”) of the Company is pleased to announce that on 14 December 2023, HK Mall Global eCommerce Platform Limited (“**HKM**”), a wholly-owned subsidiary of the Company, entered into a merchant referral agreement (the “**Referral Agreement**”) with Luxey Online Solutions Limited (the “**Luxey Online**”).

Pursuant to the Referral Agreement, Luxey Online shall refer potential merchants to the global cross-border e-commerce platform “HongKong Mall 香港貓” (“**HongKong Mall**”) as managed and operated by HKM, in active support of Hong Kong goods servicing the Greater Bay Area via the Platform.

MEMORANDUM OF UNDERSTANDING

On 14 December 2023, HKM entered into a non-binding Memorandum of Understanding (“**Memorandum of Understanding**”) with Luxey International (Holdings) Limited (“**Luxey Holdings**”), which represents a preliminary understanding between HKM and Luxey Holdings in relation to a potential cooperation (“**Potential Cooperation**”).

According to the Memorandum of Understanding, Luxey Holdings will cooperate with HKM regarding HongKong Mall in providing financing facilities to the merchants of HongKong Mall. Details of the Potential Cooperation are subject to further negotiation and execution of formal agreements between the parties.

The Memorandum of Understanding contains certain legally binding terms such as confidentiality, costs, validity, applicable laws and dispute resolution. Other than the aforementioned, the other terms of the Memorandum of Understanding are not legally binding, nor do they constitute any basis for the parties to the agreement to bring any claim for the other party’s breach of contract or other legal liabilities. The Company will make such further announcements in respect of the Potential Cooperation as and when appropriate in accordance with the Rules Governing the Listing of Securities on the Stock Exchange (the “**Listing Rules**”).

INFORMATION ON LUXEY ONLINE AND LUXEY HOLDINGS

Luxey Online is a wholly-owned subsidiary of Luxey Holdings, the shares of which are listed on GEM of the Stock Exchange (stock code: 8041). Luxey Holdings and its subsidiaries are principally engaged in (i) manufacturing and trading of swimwear and garment products; (ii) providing e-commerce and on-line shopping related services; and (iii) money lending business.

To the best of the Directors' knowledge, information and belief having made all reasonable enquiries, each of Luxey Online, Luxey Holdings and its ultimate beneficial owners is independent of the Company and its connected persons (as defined in the Listing Rules).

REASONS FOR AND BENEFITS OF ENTERING INTO THE REFERRAL AGREEMENT AND THE MEMORANDUM OF UNDERSTANDING

Based on the new concept of "Beauty, Health & Beautiful Life", the Group has been actively promoting "technology + consumption" since 2020 and leading the new 5G digital economy. The Group has upgraded from a traditional beauty industry retailer to a global e-commerce company, and is committed to provide consumers with international general merchandise products and professional services, as well as to provide the best quality of e-commerce services for Hong Kong small and medium-sized enterprises.

The Board believes that by entering into of the Referral Agreement and the Memorandum of Understanding, the Group could attract more enterprises and merchants to our HongKong Mall e-commerce platform and make our quality e-commerce services accessible to more enterprises. The Group will thereby be able to: (1) promote and support the "technology + consumption" initiatives of the Group implemented through our HongKong Mall e-commerce platform, (2) promote the business environment of Hong Kong, and (3) help more enterprises integrate into the Greater Bay Area.

By reason of the foregoing, the Board believes that the entering into of the Referral Agreement and the Memorandum of Understanding will further promote the sustainable development and steady growth of the Company, provide profitability and bring considerable returns for the Company and its Shareholders.

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, 14 December 2023

As at the date of this announcement, the Board comprises 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.