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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

MEMORANDUM OF COOPERATION IN RELATION TO POTENTIAL STRATEGIC COOPERATION PLAN

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.

MEMORANDUM OF COOPERATION

The board (the "**Board**") of directors (the "**Directors**") of the Company is pleased to announce that on 19 January 2025, a subsidiary of the Company and MIXMAX e-Commerce Hainan Limited*(海南豐和匯電商有限公司)("**MIXMAX**") entered into a non-binding memorandum of cooperation (the "**Memorandum of Cooperation**") in relation to a potential strategic cooperation plan (the "**Possible Cooperation Plan**") between the Group and MIXMAX. The implementation of the details of the cooperation is subject to the entering into of further formal agreements between the parties.

According to the memorandum of cooperation, the Group and MIXMAX mutually agreed to promote comprehensive cooperation partnership between both parties to achieve complementary advantages, mutual benefits and win-win outcome. Both parties will jointly cooperate in the development of businesses such as supply chain, cross-border eCommerce, live streaming eCommerce and new media distribution, and logistics management, thus to achieve further expansion of business opportunities. Such Cooperation mainly includes:

1. Cooperate in the development of supply chain S2B business, that is, rely upon the Group's supply chain in Hong Kong and overseas warehouse resources, and utilize the bonded warehouse and operation resources of MIXMAX in Hainan Free Trade Port to build a "Hong Kong + Hainan Global Purchase Warehouse" service platform.

2. Cooperate in the development of cross-border eCommerce B2C business, that is, develop an integrated service platform of "general trade + cross-border e-commerce + overseas direct mail" based on the network data of MIXMAX in subway and community application scenarios.

3. Cooperate to carry out live streaming eCommerce + new media distribution business, that is, establish a distributed live streaming base by relying on MIXMAX's network and customer base resources in subways and communities.

4. Cooperate in the development of logistics management O2O business, that is, relying on MIXMAX metropolitan network and intelligent terminal resources, to build efficient network warehousing and urban distribution services.

INFORMATION ON MIXMAX

Founded in 2021, MIXMAX is a technology enterprise registered in Hainan Free Trade Port, specializing in global shopping, new retail, eCommerce logistics and other innovative services.

MIXMAX and its affiliated enterprises are committed to building cross-border bonded warehouses, intelligent basic manufacturing equipment sales platform, intelligent storage equipment supply and operation, international cargo transportation agency and other diversified businesses, in order to expand the broader consumer market and create greater business opportunities.

To the best of the knowledge, information and belief of the Directors having made all reasonable enquiries, MIXMAX 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**")).

REASONS FOR AND BENEFITS OF ENTERING INTO THE MEMORANDUM OF COOPERATION

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 eCommerce company, and is committed to provide consumers with international general merchandise products, International trade, supply chain services and professional services, as well as to provide the highest quality cross-border eCommerce.

Through entering into the Memorandum of Cooperation, we aim to fully leverage the comprehensive resource advantages of the Company and MIXMAX and foster innovative collaboration models, in order to achieve a balanced development that comprises of attaining short-term results and realising medium to long-term strategic objectives. By entering into comprehensive cooperation, the parties would like to carry out organisation optimisation, strengthen the synergy mechanism for conducting industrial and technology innovation, which will bring significant opportunities. The Board believes that the Memorandum of Cooperation will further promote the sustainable development and steady growth of the Company, provide profitability and bring considerable returns to the Shareholders.

GENERAL INFORMATION

The Memorandum of Cooperation contains confidentiality as a legally binding term. Other than the aforementioned, the other terms of the Memorandum of Cooperation 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 specific cooperation involved in the Memorandum of Cooperation is subject to the execution of the separate agreement(s) between the parties.

The Company will make such further announcements in respect of the possible cooperation as and when appropriate in accordance 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, 20 January 2025

As at the date of this announcement, the board of Directors comprised Mr. Chen Jianwen and Ms. ChiuLai Kuen, Susanna as executive Directors; Mr. Kwok Chi Shing, Mr. Lee Kwun Kwan and Mr. Yan Sherman Chuek-ning as independent non-executive Directors.