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## **Bonjour Holdings Limited**

卓悅控股有限公司

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

*(Stock Code: 653)*

### **PROFIT WARNING**

This announcement is made by Bonjour Holdings Limited (the “Company”, together with its subsidiaries, the “Group”) pursuant to Rule 13.09 of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited (the “Listing Rules”) and the Inside Information Provisions (as defined under the Listing Rules) under Part XIVA of the Securities and Futures Ordinance (Chapter 571 of the Laws of Hong Kong).

The board (the “Board”) of directors (the “Directors”) of the Company wishes to inform the shareholders of the Company (the “Shareholders”) and potential investors that, based on the unaudited management accounts for the five months ended 31 May 2016 and information currently available to the Board, the Group may record a net loss for the six months ended 30 June 2016 as compared to a net profit of around HK\$424,021,000 in the last corresponding period of 2015. Such change was mainly due to 1) in the last corresponding period of 2015, there was a one off non-operating profit from the discontinued operations amounting to around HK\$398,968,000 and 2) in the review period, the Group’s turnover has been dropped due to the prolongation of the sluggish consumer market in Hong Kong.

The Company is in the process of finalizing the consolidated financial results of the Group for the six months ended 30 June 2016. The information contained in this announcement is only a preliminary assessment by the Company based on the unaudited latest management accounts of the Group currently available which have not been confirmed nor reviewed by the

Company's auditor or audit committee. Details of the reviewed consolidated financial results and performance of the Group will be disclosed in the interim results announcement for the six months ended 30 June 2016.

The Board wishes to remind investors and/or Shareholders that the above financial information are prepared in accordance with the internal records and the unaudited management accounts of the Group, and such records and accounts have not been reviewed or audited by the auditor of the Company. Such data may be different from the information to be disclosed in the audited financial statements announced in the future. Investors and/or shareholders of the Company should not unduly rely on such data and are advised to exercise caution when dealing in the shares of the Company.

On behalf of the Board  
**Bonjour Holdings Limited**  
**Ip Chun Heng, Wilson**  
*Chairman*

Hong Kong, 18 July 2016

*As of the date of this announcement, the Board comprises of five executive Directors namely Dr. Ip Chun Heng, Wilson, Ms. Chung Pui Wan, Mr. Chen Jianwen, Mr. Yip Kwok Li and Mr. Wan Yim Keung, Daniel; and three independent non-executive Directors namely Mr. Wong Chi Wai, Dr. Chow Ho Ming and Mr. Lo Hang Fong.*