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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)

UNAUDITED SALES INFORMATION OF THE RETAIL BUSINESS IN HONG KONG AND MACAU DURING THE LABOUR DAY HOLIDAY IN 2014

The board of directors (the “Board”) of Bonjour Holdings Limited (the “Company”) wishes to announce the unaudited sales performance of the Company and its subsidiaries (the “Group”) during the Labour Day Holiday (being 1 to 3 May 2014) (the “Period”) compared with that of the corresponding period last year (being 29 April to 1 May 2013) is as follows:

	During the Labour Day Holiday
The retail business in Hong Kong and Macau	
Year-on-year growth in retail sales	Approximately 2%
Year-on-year growth in same store sales	Approximately -4%

During the Labour Day Holiday, the retail sales in Hong Kong and Macau recorded an increase of approximately 2% as compared with the corresponding period last year. The growth was mainly attributed to the rising number of transactions during the 3-day holiday as compared with that of the corresponding period last year. However, such effect was eroded by the drop of average sales per transaction of the Period.

The Board wishes to remind investors and/or shareholders of the Company that the above sales information of the Labour Day Holiday 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.

This announcement is disclosed voluntarily.

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

Hong Kong, 8 May 2014

As at the date of this announcement, the executive directors of the Company are Dr. Ip Chun Heng, Wilson, Ms. Chung Pui Wan and Mr. Yip Kwok Li; the independent non-executive directors of the Company are Mr. Wong Chi Wai, Dr. Chow Ho Ming and Mr. Lo Hang Fong.