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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 CLARIFICATION ANNOUNCEMENT

This announcement is published on a voluntary basis by the board of directors of Bonjour Holdings Limited (the "Company", together with its subsidiaries, the "Group").

The Company has noted that there have been certain media reports regarding an investigation by the Hong Kong Customs and Excise Department (the "Hong Kong Customs") against Bonjour Beauty Limited (卓悅美容有限公司). It was reported that a director of Bonjour Beauty Limited has been arrested by the Hong Kong Customs.

To avoid public misunderstanding, the Company hereby clarifies that Bonjour Beauty Limited is not a subsidiary of the Group nor does the Group have any shareholdings in such company. The Company also confirms that the director who has been reportedly arrested by the Hong Kong Customs is not a director of the Company.

Therefore, the investigation against Bonjour Beauty Limited do not have any impact on the business and operations of the Group.

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

Hong Kong, 12 October 2021

As at the date of this announcement, the Board comprised Mr. Chen Jianwen, Mr. Wan Yim Keung, Daniel, Mr. Kwan Tat Cheong 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.