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My Heart Bodibra Group Limited

心心芭迪貝伊集團有限公司

(incorporated in the Cayman Islands with limited liability)

(Stock Code: 8297)

POSITIVE PROFIT ALERT

This announcement is made by My Heart Bodibra Group Limited (the “**Company**”, together with its subsidiaries, the “**Group**”) pursuant to Rule 17.10 of the Rules Governing the Listing of Securities on the Growth Enterprise Market of The Stock Exchange of Hong Kong Limited (the “**GEM Listing Rules**”) and the Inside Information Provisions (as defined in the GEM Listing Rules) under Part XIVA of the Securities and Futures Ordinance (Chapter 571, Laws of Hong Kong).

The board (the “**Board**”) of directors (the “**Directors**”) of the Company wishes to inform the shareholders of the Company and potential investors that based on the preliminary assessment of the unaudited financial and operating information of the Group for the three months ended 30 June 2017, the Group is expected to record a net profit for the three months ended 30 June 2017 as compared to the loss recorded for the corresponding period in 2016. Such turnaround from loss to profit was primarily attributable to (i) the increase in revenue as a result of the increase in sales volume; and (ii) the recognition of a one-off tax refund that was recently approved by the Hong Kong Inland Revenue Department.

The information contained in this announcement is only a preliminary assessment by the Board based on the unaudited consolidated management accounts of the Group and other information currently available to the Board, and such information has neither been reviewed or audited by the Company’s auditors nor the audit committee of the Company, and may be subject to changes. The Company is still in the process of finalising the financial results for the three months ended 30 June 2017. The quarterly results announcement for the three months ended 30 June 2017 is expected to be published on or before 14 August 2017. Shareholders of the Company and potential investors are advised to read the quarterly results announcement of the Company when it is published.

Shareholders of the Company and potential investors are advised to exercise caution when dealing in the shares of the Company.

By Order of the Board
My Heart Bodibra Group Limited
Chan Lin So Alan
Chairman and Executive Director

Hong Kong, 24 July 2017

As at the date of this announcement, the executive Directors are Mr. Chan Lin So Alan, Mr. Yiu Koon Pong; and the independent non-executive Directors are Mr. Wong Tin King, Mr. Li Fu Yeung and Ms. Chow Ting Hei Haily Josephine.

This announcement, for which the Directors collectively and individually accept full responsibility, includes particulars given in compliance with the GEM Listing Rules for the purpose of giving information with regard to the Company. The Directors, having made all reasonable enquiries, confirm that to the best of their knowledge and belief the information contained in this announcement is accurate and complete in all material respects and not misleading or deceptive, and there are no other matters the omission of which would make any statement herein or this announcement misleading.

This announcement will remain on the “Latest Company Announcements” page of the website of the Growth Enterprise Market of The Stock Exchange of Hong Kong Limited at <http://www.hkgem.com> for at least seven days from the date of its posting and on the Company’s website at <http://www.bodibra.com>.