

Hong Kong Exchanges and Clearing Limited and The Stock Exchange of Hong Kong Limited take no responsibility for the contents of this announcement, make no representation as to its accuracy or completeness and expressly disclaim any liability whatsoever for any loss howsoever arising from or in reliance upon the whole or any part of the contents of this announcement.

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)

PROFIT WARNING

This announcement is made by My Heart Bodibra Group Limited (the “**Company**” and together with its subsidiaries, the “**Group**”) pursuant to Rule 17.10 of the Rules Governing the Listing of Securities (the “**GEM Listing Rules**”) on the GEM of The Stock Exchange of Hong Kong Limited (the “**GEM**”) and the Inside Information Provisions (as defined under 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 (the “**Shareholders**”) and potential investors that, based on the information currently available to the Board, including the unaudited consolidated management accounts of the Group for the three months ended 30 June 2018, the Group is expected to record a loss for the three months ended 30 June 2018 as compared to a profit for the three months ended 30 June 2017. The Board considers that such loss was mainly attributable to: (1) a decline in the revenue of the Group for the three months ended 30 June 2018 as compared to the same period last year due to ongoing keen competition in the market; (2) an increase in sales and marketing expenses of the Group; and (3) no one-off tax refund from the Hong Kong Inland Revenue Department during the period.

As the Company is still in the course of finalizing its unaudited consolidated financial results for the three months ended 30 June 2018, the information contained in this announcement is only based on a preliminary assessment made by the Board with reference to the unaudited consolidated management accounts and the information currently available to the Company. Such information has neither been confirmed nor audited by the auditors or audit committee of the Company and may be subject to change. Shareholders and potential investors are advised to refer to the results of the Group for the three months ended 30 June 2018 to be published in due course.

Shareholders 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
Fok Wai Hung
Executive Director

Hong Kong, 2 August 2018

As at the date of this announcement, the executive Directors are Mr. Fok Wai Hung, Mr. Lam Ka Yuen, Mr. Yeung Man Sun and Ms. Luk Mo Yan; and the independent non-executive Directors are Mr. Lam Tat Fung, Mr. Ong King Keung and Mr. Cai Chun Fai.

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 GEM website at www.hkgem.com for at least 7 days from the date of its publication and will also be published on the Company’s website at www.bodibra.com.