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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)

BUSINESS DEVELOPMENT

This announcement is made by My Heart Bodibra Group Limited (the “**Company**”) on a voluntary basis to keep its shareholders and potential investors informed of the latest business development of the Company.

The board of directors of the Company hereby announces that on 22 April 2021, the Company entered into a memorandum of understanding (the “**MOU**”) with Shenzhen City Jiaqi Weiye Investment Development Company Limited (深圳市嘉齊偉業投資發展有限公司) (“**Jiaqi Weiye**”).

Pursuant to the MOU, the Company and Jiaqi Weiye intend to form a sustainable development strategic partnership for the expansion of the Company’s lingerie sales business in the Chinese mainland market.

To the best knowledge, information and belief of the Directors, having made all reasonable enquiries, Jiaqi Weiye and its ultimate beneficial owner(s) are independent third parties and not connected with the Company or any of its connected persons.

By entering into the MOU, the Company shall expand its lingerie sales business in the Chinese mainland market. As such, the Board considers that entering into the MOU is in the interest of the Company and its shareholders as a whole.

The Company may or may not enter into further legally binding agreements in relation to formal cooperation and formal cooperation may or may not materialise. 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
Tam Chak Chi
Executive Director

Hong Kong, 22 April 2021

As at the date of this announcement, the executive Directors are Mr. Tam Chak Chi and Mr. Xu Xue; and the independent non-executive Directors are Mr. Deng Guo Hong, Mr. Ong King Keung and Ms. Yuan Xiaoxi.

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 <http://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.