eprint GROUP LIMITED

eprint 集團有限公司

(Incorporated in the Cayman Islands with limited liability)

(Stock code: 1884)

MEMORANDUM OF UNDERSTANDING

This announcement is made by eprint Group Limited (the "Company", together with its subsidiaries, the "Group") pursuant to Rule 13.09(2) of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited (the "Listing Rules") and the Inside Information Provisions (the "Inside Information Provisions") under Part XIVA of the Securities and Futures Ordinance (Chapter 571 of the Laws of Hong Kong) (the "SFO").

The Board is pleased to announce that on 11 August 2015, the Company entered into a non-legally binding memorandum of understanding (the "MOU") with Fitness World (Group) Limited ("Fitness World"), pursuant to which the Company or any of its designated subsidiary shall subscribe for new shares in Fitness World representing 30% of its then issued share capital, either payable in form of cash or provision of system technology services ("Co-operation").

The Group is principally engaged in the provision of printing services and solutions on advertisement, bound books and stationeries, to a diversified customer base in Hong Kong.

Fitness World is principally engaged in fitness services which includes a combination of philosophy of 'exercise, medical treatment, preserve health'.

The Directors consider that the Co-operation will enable the Group by utilizing its system technology to diversify the Group's business into different industry.

The parties shall further negotiate the detailed terms of the Co-operation. As the MOU is not legally binding with regard to the Co-operation, the Co-operation may or may not proceed. Further announcement(s) in respect of the Co-operation under the MOU will be made by the Company as and when appropriate.

To the best of the Directors' knowledge, information and belief, having made all reasonable enquiries, Fitness World and its ultimate beneficial owners are party(ies) independent of and not connected with the Company and its connected persons (as defined under the Rules Governing the Listing of Securities on the Stock Exchange).

On behalf of the Board
eprint Group Limited
She Siu Kee William
Chairman

Hong Kong, 11 August 2015

As at the date of this announcement, the executive Directors are Mr. She Siu Kee William and Mr. Fung Hong Keung; the non-executive Directors are Mr. Lam Shing Kai, Mr. Leung Wai Ming, Mr. Chong Cheuk Ki and Mr. Deng Xiaen; and the independent non-executive Directors are Dr. Lung Cheuk Wah, Mr. Chi Man Shing Stephen and Ms. Luk Mei Yan.