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M DREAM INWORLD LIMITED

聯夢活力世界有限公司*

(Incorporated in the Cayman Islands and continued in Bermuda with limited liability)

(Stock Code: 8100)

POSITIVE PROFIT ALERT

This announcement is made by M Dream Inworld Limited (the “Company” and together with its subsidiaries, the “Group”) pursuant to Rule 17.10(2)(a) 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 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 and potential investors that based on the preliminary review and analysis of the latest available unaudited management accounts of the Group, the Group is expected to record a net profit attributable to the owner of the Company of not less than HK\$55 million for the six months ended 30 June 2014 (the “Relevant Period”) as compared to a net loss attributable to the owner of the Company for the six months ended 30 June 2013 (the “Comparable Period”). The expected net profit is mainly attributable to (1) the operating profit contributed by Apperience Corporation (“Apperience”) (a non-wholly owned subsidiary of the Company) and its subsidiaries, which is principally engaged in the research, development and distribution of software for personal computer performance, anti-virus software, mobile applications and toolbar advertisement, (2) the gain of approximately HK\$44 million arising on change in the fair value of performance shares for settling the part of purchase consideration in relation to the acquisition of 50.5% of the issued share capital of Apperience (“Acquisition”), which was completed on 31 March 2013 and (3) the absence of impairment loss on goodwill in relation to the Acquisition for the Relevant Period while the impairment loss on goodwill of approximately HK\$257 million was incurred by the Group for the Comparable Period.

* For identification purposes only

As the Company is still in the process of preparing and finalising the unaudited consolidated financial results for the Relevant Period, information contained in this announcement is only based on a preliminary assessment of the unaudited management accounts of the Group and information currently available. It is not based on any data or information being audited or reviewed by the auditors of the Company. There may be adjustments following further review and finalization of the unaudited management accounts of the Group by the Board.

Further information and other details of the Group's financial performance for the Relevant Period will be disclosed in the forthcoming interim results announcement in due course.

Shareholders of the Company and potential investors should exercise caution when dealing in the securities of the Company.

On behalf of the Board
M Dream Inworld Limited
Kuang Hao Kun Giovanni
Chairman

Hong Kong, 4 August 2014

As at the date of this announcement, the Board consists of Mr. Kuang Hao Kun Giovanni and Mr. Xue Qiushi being the Executive Directors, and Mr. Lam Kit Sun, Mr. Yip Chi Fai Stevens and Ms. Xiao Yiming being the Independent Non-executive Directors.

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 GEM website at www.hkgem.com on the "Latest Company Announcements" page for at least 7 days from the date of its publication and on the website of the Company at <http://www.mdreaminworld.com.hk>.