

LIFEBRANDZ LTD
(Company Registration No. 200311348E)
(Incorporated in Republic of Singapore)
("Company")

PROFIT GUIDANCE FOR THE FINANCIAL YEAR ENDED 31 JULY 2014

The Board of Directors of LifeBrandz Ltd (the "Company") wishes to issue a profit guidance regarding the financial results of the Company and its subsidiaries (the "Group") for the full year ended 31 July 2014 ("FY2014"), following an assessment of the unaudited full year financial results of the Group.

The Board wishes to inform shareholders that the Group is expected to report a loss for FY2014.

Further details of the Group's performance, including the details relating to the expected loss, will be disclosed when it announces its FY2014 unaudited financial results in late September 2014.

In the meantime, shareholders of the Company and potential investors are advised to exercise caution when dealing in the shares of the Company. If in doubt about the action that they should take, they should seek advice from their stockbrokers, bankers, solicitors, accountants, or other professional advisers.

By Order of the Board

Cedric Chong Sien Chern
CEO / Director

8 September 2014