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新煮意控股有限公司
FOOD IDEA HOLDINGS LIMITED

(Incorporated in the Cayman Islands with limited liability)

(Stock Code: 8179)

POSITIVE PROFIT ALERT

This announcement is made pursuant to Part XIVA of the Securities and Futures Ordinance (Cap. 571) of the Laws of Hong Kong and Rule 17.10 of the Rules (the “**GEM Listing Rules**”) Governing the Listing of Securities on the Growth Enterprise Market (“**GEM**”) of The Stock Exchange of Hong Kong Limited.

The board (the “**Board**”) of directors (the “**Directors**”) of Food Idea Holdings Limited (the “**Company**”, together with its subsidiaries, the “**Group**”) is pleased to inform its shareholders and potential investors that the Group expects to record a significant increase in the consolidated profit in the investment segment for the three months ended 31 March 2016, as compared to the corresponding period in 2015. The significant increase was mainly due to the substantial increase in unrealised gain from financial assets at fair value through profit or loss, contributing no less than approximately HK\$50 million unrealised pre-tax profit. Since the financial results of other segments of the Group are not yet available to the Company, the Board wishes to further inform its shareholders and potential investors that the overall profit may be affected by the business performance of other segments. Shareholders and potential investors of the Company should note that the unaudited quarterly results of the Group for the three months ended 31 March 2016 will also include, amongst other things, the results from other businesses and other items of costs and expenses. The Company may issue further announcement(s) to update its shareholders and potential investors if the overall performance of the Group is significantly different from expected.

As at the date hereof, the Company is still in the process of finalising its unaudited quarterly results of the Group for the three months ended 31 March 2016. The information contained in this announcement represents only a preliminary assessment by the Board based on the information currently available to the Company and the unaudited financial information of the Group for the three months ended 31 March 2016, which have not been finalised nor reviewed by Company’s audit committee.

Shareholders and potential investors of the Company should read the unaudited quarterly results for the three months ended 31 March 2016 of the Group carefully, which are expected to be announced on or before 13 May 2016.

Shareholders and potential investors of the Company are advised to exercise caution when dealing in the shares of the Company.

By order of the Board
Food Idea Holdings Limited
Wong Kwan Mo
Chairman and executive Director

Hong Kong, 7 April 2016

As at the date of this announcement, the Board comprises Mr. Wong Kwan Mo, Ms. Lau Lan Ying and Mr. Yu Ka Ho as executive Directors, and Mr. Li Fu Yeung, Mr. Kwan Wai Yin, William and Mr. Tam Lok Hang as 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 “Latest Company Announcements” page of the GEM website at <http://www.hkgem.com> for at least 7 days from the date of its posting and on the website of the Company at <http://www.foodidea.com.hk>.