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Neo-Neon Holdings Limited

同方友友控股有限公司

(Incorporated in the Cayman Islands with limited liability)

(Stock code: 01868)

ANNOUNCEMENT POSITIVE PROFIT ALERT

This announcement is made by the Company pursuant to Rule 13.09 of the Listing Rules and the Inside Information Provisions (as defined under the Listing Rules) under Part XIVA of the Securities and Futures Ordinance (Chapter 571 of the Laws of Hong Kong).

The Board wishes to inform the shareholders and potential investors of the Company that, based on information currently available, the Group is expected to record a profit for the six months ended 30 June 2022, as compared to the loss recorded for the corresponding period of 2021.

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

This announcement is made pursuant to Rule 13.09 of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited (the “**Listing Rules**”) and the Inside Information Provisions (as defined under the Listing Rules) under Part XIVA of the Securities and Futures Ordinance (Chapter 571 of the Laws of Hong Kong).

The board (the “**Board**”) of directors (the “**Directors**”) of Neo-Neon Holdings Limited (the “**Company**”) and together with its subsidiaries, the “**Group**”) wishes to inform the shareholders and potential investors of the Company that, based on information currently available, the Group is expected to record a profit for the six months ended 30 June 2022 as compared to the loss recorded for the corresponding period of 2021, which was mainly due to:

- (i) the significant decrease in loss from the discontinued operation of approximately RMB130 million as recognised in the same period of last year;

- (ii) the increase in interest income from bank deposits for the six months ended 30 June 2022; and
- (iii) the increase in revenue and decrease in cost of sales in respect of the continuing operation for the six months ended 30 June 2022.

The Group is still in the process of finalizing its interim results for the six months ended 30 June 2022. As such, the information contained in this announcement is only based on the Company's preliminary assessment of the consolidated management accounts of the Group, which have not been reviewed by the Company's auditors and may be subject to amendments. Further details of the Group's performance will be disclosed in the announcement of the Group's unaudited interim results for the six months ended 30 June 2022.

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

By order of the Board
Neo-Neon Holdings Limited
Gao Zhi
Chairman

Hong Kong, 8 August 2022

As at the date of this announcement, the executive Directors of the Company are Mr. GAO Zhi and Mr. LIU Zhigang; non-executive Directors are Mr. LIANG Wu Quan and Mr. ZHOU Hai Ying; the independent non-executive Directors are Mr. FAN, Ren Da Anthony, Mr. LIU Tian Min and Ms. LI Ming Qi.