

Hong Kong Exchanges and Clearing Limited and The Stock Exchange of Hong Kong Limited take no responsibility for the contents of this announcement, make no representation as to its accuracy or completeness and expressly disclaim any liability whatsoever for any loss howsoever arising from or in reliance upon the whole or any part of the contents of this announcement.



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 year ended 31 December 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 of not exceeding approximately RMB50 million for the year ended 31 December 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 RMB221 million as recognised in the same period last year;
- (ii) the increase in interest income from bank deposits for the year ended 31 December 2022; and
- (iii) the increase in revenue and decrease in cost of sales in respect of the continuing operation for the year ended 31 December 2022.

The Group is still in the process of finalizing its final results for the year ended 31 December 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 audited final results for the year ended 31 December 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, 15 March 2023

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.