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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 in the range of approximately RMB35.0 million to approximately RMB40.0 million for the year ended 31 December 2024, as compared with the profit of approximately RMB27.7 million recorded for the corresponding period of 2023.

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 in the range of approximately RMB35.0 million to approximately RMB40.0 million for the year ended 31 December 2024, as compared with the profit of approximately RMB27.7 million recorded for the corresponding period of 2023, which was mainly due to the significant reduction in administrative expenses resulting from lower provisions in the current financial year.

The Group is still in the process of finalizing its final results for the year ended 31 December 2024. 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 2024.

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
Zhang Yuanyuan
Chairperson

Hong Kong, 11 March 2025

As at the date of this announcement, the executive Directors are Ms. Zhang Yuanyuan and Mr. Lian Chenwei; the non-executive Directors are Mr. Kong Lingqi and Ms. Liu Wenjing; the independent non-executive Directors are Dr. Fan Ren Da Anthony, Ms. Yang Juan and Ms. Li Ming Qi.