

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

真明麗控股有限公司

(Incorporated in the Cayman Islands with limited liability)

(Stock code: 1868)

PROFIT WARNING ANNOUNCEMENT

INSIDE INFORMATION

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

The Board wishes to inform the shareholders of the Company and potential investors that, based on the Company's preliminary assessment of the consolidated management accounts of the Group (not yet audited or reviewed by the independent auditors of the Company) for the six months ended 30 September 2013, i.e. the Relevant Period, the Group expects to record a substantial consolidated net loss as compared to a net profit of HK\$5.46 million for the six months ended 30 September 2012. Based on the Board's preliminary review, this is mainly due to the substantial consolidated net loss generated from the Group's business operation during the Relevant Period due to weakening global demand and fierce competition in the LED lighting industry and the impairment in inventory and accounts receivable overriding and offset the HK\$112 million extraordinary profit generated from the disposal of a Hong Kong property owned by the Group during the Relevant Period.

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

This announcement is issued by Neo-Neon Holdings Limited (the "Company", together with its subsidiaries, collectively the "Group") 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 under Part XIVA of the Securities and Futures Ordinance (Chapter 571 of Laws of Hong Kong).

The board of directors (the "Board") of the Company wishes to inform the shareholders of the Company and potential investors that, based on the Company's preliminary assessment of the consolidated management accounts of the Group (not yet audited by the independent auditors of the Company) for the six months ended 30 September 2013 (the "Relevant Period"), the Group is expected to record a substantial consolidated net loss as compared to a net profit of HK\$5.46 million for the six months ended 30 September 2012.

The Board considers that, based on preliminary review of the management accounts for the six months ended 30 September 2013, the Group expects to record an unaudited substantial consolidated net loss, mainly attributable to (i) a substantial loss based on preliminary review of the Company's six months management accounts ended 30 September 2013 (unaudited) due to weakening global demand and fierce competition in the LED lighting industry and impairment in inventory and accounts receivable. (ii) the offset of the HK\$112 million extraordinary profit during the Relevant Period generated from the disposal of the Group's Hong Kong Office and Exhibition Hall of ground floor and basement level 1 premises located at 9 Science Museum Road, New East Ocean Centre, Tsim Sha Tsui, Hong Kong to a property holding company whose ultimate beneficial owners are Independent Third Parties. Please refer to the Company's announcement dated 21 May 2013 for details of the disposal.

The Company is currently finalizing the six months results ended 30 September 2013. The information contained in this announcement is made solely on the basis of the preliminary assessment by the management of the Group with reference to the information available for the time being, including the Company's unaudited consolidated management accounts for the period ended 30 September 2013, which is not audited or reviewed by the Company's independent auditors and it is still in the process of being finalized and is subject to further adjustments. Shareholders of the Company and potential investors are advised to refer to the interim results of the Company which will be released in late November 2013.

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

By order of the Board
Neo-Neon Holdings Limited
Ben FAN
Chairman

Hong Kong, 21 October 2013

As at the date of this announcement, the executive Directors of the Company are Mr. Ben FAN (Chairman), Ms. Michelle WONG and Mr. FAN Pong Yang and the independent non-executive Directors are Mr. WONG Kon Man, Jason, Mr. WENG Shih Yuan, Ms. LIU Shengping and Mr. SUEN Man Tak, Stephen.