Neo-Neon Holdings Limited
同方友友控股有限公司

(Incorporated in the Cayman Islands with limited liability)

(Stock code: 1868)

POSITIVE PROFIT ALERT

This announcement is made by Neo-Neon Holdings Limited (the "Company" and, together with its subsidiaries, the "Group") pursuant to the Inside Information Provisions (as defined in the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited (the "Listing Rules")) under Part XIVA of the Securities and Futures Ordinance (Cap. 571 of the Laws of Hong Kong) and Rule 13.09 of the Listing Rules.

The board (the "Board") of directors (the "Directors") of the Company wishes to inform the shareholders and potential investors of the Company that, based on the preliminary review of the unaudited management accounts of the Group for the five months ended 31 May 2017, it is expected that the Group may record a significant increase in its net profit for the six months ended 30 June 2017, as compared to that for the six months ended 30 June 2016. The final figure has yet to be finalized as at the date of this announcement and it is still subject to review by the Company's independent auditors and audit committee of the Company.

According to the analysis based on the information currently available, the anticipated increase in the net profit for the six months ended 30 June 2017 was mainly attributable to the income derived from the closing of the disposal of three subsidiaries. For further details, please refer to the announcement of the Company dated 31 October 2016 and the circular dated 28 November 2016.

Please note that the information contained in this announcement is only based on the preliminary assessment by the Board on the unaudited management accounts of the Group and currently available information, which have not been reviewed by the Company's auditors or reviewed by the Company's audit committee.

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

By the order of the Board of Directors
Neo-Neon Holdings Limited
Huang Yu
Chairman

Hong Kong, 8 June 2017

As at the date of this announcement, the executive Director of the Company is Mr. SEAH Han Leong; non-executive Directors are Mr. Huang Yu (Chairman), Mr. LIU Wei Dong and Mr. Wang Liang Hai; independent non-executive Directors are Mr. FAN, Ren Da Anthony, Mr. LIU Tian Min and Ms. LI Ming Qi.