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)

PROFIT WARNING

This announcement is made by Neo-Neon Holdings Limited (the "**Company**", together with its subsidiaries, collectively the "**Group**") pursuant to Rule 13.09(2)(a) of the Rules Governing the Listing Securities on The Stock Exchange of Hong Kong Limited (the "**Listing Rules**") and 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 of directors (the "**Board**") of the Company wishes to inform the shareholders and potential investors of the Company that, based on a preliminary review of the unaudited consolidated management accounts of the Group for the six months ended 30 June 2019 and information currently available to the Board, the Group expects that the profit attributable to owners of the Company for the six months ended 30 June 2019 will decrease by around 70% from RMB37.8 million for the six months ended 30 June 2018. Such decrease was primarily due to a combination of the following reasons:

(i) a substantial decrease in foreign exchange gains by approximately RMB19 million for the six months ended 30 June 2019 as compared to the six months ended 30 June 2018; and

(ii) increased finance costs of approximately RMB9.2 million due to loans granted by the ultimate holding company Tsinghua Tongfang Co., Ltd.* (同方股份有限公司) for payment for the land grant fee of Tongfang Science and Technology City* (同方科技城) in December 2018.

As the Company is still in the process of finalising the interim results of the Group for the six months ended 30 June 2019, the information contained in this announcement is only based on the preliminary assessment made by the Board with reference to the unaudited consolidated management accounts of the Group, which have not been confirmed, reviewed or audited by the Company's auditors and may be subject to adjustment. Detailed financial information of the Group will be disclosed in the interim results announcement of the Group for the six months ended 30 June 2019 which is expected to be published by the Company within the timeframe as stipulated under the Listing Rules.

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

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

Hong Kong, 7 August 2019

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

* *For identification purposes only.*