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
PROFIT WARNING

This announcement is made pursuant to Rule 13.09 of the Rules Governing the Listing 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 the information currently available, the Group expects to record a profit in the range of approximately RMB4.5 million to approximately RMB5.5 million for the six months ended 30 June 2025 as compared to the profit of approximately RMB11.8 million recorded for the corresponding period of 2024, which was mainly due to 1) decrease in gross profit as compared with the previous financial period, resulting from increase in material costs, which was caused by rise in tariffs and freight expenses, and 2) increase in selling and distribution expenses as compared with the previous financial period, resulting from increases in labor costs and sales expenses such as promotion expenses and warehouse expenses, which were caused by continuous inflation.

The Group is still in the process of finalizing its unaudited consolidated management accounts for the six months ended 30 June 2025. As such, the information contained in this announcement is only a preliminary assessment made by the Board based on the unaudited consolidated management accounts of the Group for the six months ended 30 June 2025, which have not been reviewed by the Company's auditor nor reviewed by the audit committee of the Board and may be subject to amendments. Further details of the Group's performance will be disclosed in the announcement of the Group's unaudited interim results for the six months ended 30 June 2025.

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, 15 August 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 Ms. LI Ming Qi, Ms. Yuan Juan and Dr. Li Xuejin.