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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 PROFIT WARNING

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 expects to record a profit in the range of approximately RMB6.5 million to approximately RMB9.5 million for the year ended 31 December 2025 as compared to the profit of approximately RMB37.9 million recorded for the year ended 31 December 2024, which was mainly due to (1) decrease in gross profit as compared with the previous financial year, resulting from increase in material costs, which was caused by rise in tariffs and freight expenses, and (2) during the current financial year, financial assets at fair value through profit or loss have shown a downward trend, resulting in an increase in impairment provisions compared with the previous financial year.

The Group is still in the process of finalizing its annual results for the year ended 31 December 2025. 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 when the Group’s audited annual results for the year ended 31 December 2025 are announced.

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, 10 March 2026

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. Yang Juan and Dr. Li Xuejin.