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NEW CONCEPTS HOLDINGS LIMITED
創業集團(控股)有限公司

(Incorporated in the Cayman Islands with limited liability)

(Stock Code: 2221)

INSIDE INFORMATION
POSITIVE PROFIT ALERT
TURNAROUND FROM LOSS TO PROFIT

This announcement is made by New Concepts Holdings Limited (the "**Company**", together with its subsidiaries, the "**Group**") pursuant to Rule 13.09(2)(a) 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 "**Director(s)**") of the Company wishes to inform the shareholders of the Company (the "**Shareholder(s)**") and potential investors that, based on a preliminary review and assessment of the latest unaudited consolidated management accounts of the Group for the six months ended 30 September 2026 (the "**Period**") and the information currently available to the Board, the Group is expected to record a net profit attributable to owners of the Company (the "**Net Profit**") of approximately HK$5.9 million for the Period, as compared with a net loss attributable to owners of the Company (the "**Net Loss**") of approximately HK$19.1 million for the six months ended 30 September 2025 (the "**Corresponding Period**").

The Board considers that the turnaround from the Net Loss to the Net Profit is mainly attributable to the improved performance of the Group's construction segment, which is expected to record a segment profit of approximately HK$23.2 million for the Period, as compared with a segment loss of approximately HK$7.4 million for the Corresponding Period. Such improvement was mainly due to the effective cost control measures implemented on certain construction projects undertaken by the Group during the Period.

The aforesaid positive effect was partially offset by, among other things:

(i) an increase in the Group's share of losses of associates to approximately HK$2.7 million for the Period (the Corresponding Period: approximately HK$1.0 million); and

(ii) the absence of a non-recurring gain of approximately HK$3.5 million recognised in the Corresponding Period (the Period: nil), which arose from a capital contribution made by the Group, in the form of intangible assets (namely, patented technologies), to an associate of the Group principally engaged in the production of new energy materials.

The Company is still in the process of finalising the interim results of the Group for the Period. The information contained in this announcement is based solely on the Board's preliminary assessment of the unaudited consolidated management accounts of the Group for the Period and the information currently available to the Board. Such information has not been audited or reviewed by the Company's auditor and may be subject to adjustments following further internal review by the Board and review by the audit committee of the Company. Details of the Group's financial performance for the Period will be set out in the Company's interim results announcement, which is expected to be published in late November 2026.

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

By order of the Board
New Concepts Holdings Limited
Zhu Yongjun
Chairman and Executive Director

Hong Kong, 12 November 2026

As at the date of this announcement, the executive Directors are Mr. Zhu Yongjun and Mr. Pan Yimin; and the independent non-executive Directors are Ms. Du Yun, Mr. Lo Chun Chiu, Adrian, Dr. Tong Ka Lok and Mr. Choy Wai Shek, Raymond, MH, JP.