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Neo-Neon Holdings Limited
同方友友控股有限公司

(Incorporated in 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 assessment of the unaudited management accounts of the Group for the six months ended 30 June 2015, the Group is expected to record a significant improvement in the Group's net loss position for the six months ended 30 June 2015, as compared to a consolidated loss for the six months ended 30 September 2014. The final figure is still subject to review by the Company's independent auditors and has yet to be finalized as at the date of this announcement. The actual results of the Group for the six-month period ended 30 June 2015 may be different from what is disclosed herein, and it may result in a net profit attributable to equity shareholders or a net loss attributable to equity shareholders of the Company.

According to the analysis based on the information currently available, the anticipated significant improvement was mainly attributable to the increase in gross profit margin and the decrease in operating expenses for the six months ended 30 June 2015.

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 independent auditors or 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 order of the board of
Neo-Neon Holdings Limited
Lu Zhi Cheng
Chairman

Hong Kong, 7 July 2015

As at the date of this announcement, the executive Directors of the Company are Mr. LU Zhi Cheng (chairman), Mr. Ben FAN, Mr. WANG Liang Hai, Mr. SEAH Han Leong and Mr. PAN Jin; non-executive Director is Mr. LIU Wei Dong; independent non-executive Directors are Mr. FAN, Ren Da Anthony, Mr. LIU Tian Min and Ms. LI Ming Qi.