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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: 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, that based on the preliminary review of the unaudited management accounts of the Group for the year ended 31 December 2015, the Group is expected to record a net profit for the year ended 31 December 2015, as compared to the net loss position for the nine months ended 31 December 2014. The final figure is still subject to auditing by the Company's independent auditors and has yet to be finalized as at the date of this announcement.

According to the analysis based on the information currently available, the anticipated improvement was mainly attributable to (1) the increase in gross profit margin, and (2) the decrease in operating expenses for the year ended 31 December 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 audited by the Company's auditors or reviewed by 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
FAN Xin
Chairman

Hong Kong, 2 February 2016

As at the date of this announcement, the executive Directors of the Company are Mr. FAN Xin (chairman), 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.