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Neo-Neon Holdings Limited

真明麗控股有限公司

(Incorporated in the Cayman Islands with limited liability)

(Stock code: 1868)

PROFIT WARNING

This announcement is made by the Company pursuant to Rule 13.09 of the Listing Rules.

The Board wishes to inform the shareholders of the company and potential investors that the consolidated results of the Group for the six months ended 30 June 2009 is expected to record a net profit considerably lower than that as compared to the six months ended 30 June 2008.

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

This announcement is made by Neo-Neon Holdings Limited (the “Company”, and together with its subsidiaries, the “Group”) pursuant to Rule 13.09 of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited (the “Listing Rules”).

The board of directors of the Company (the “Board”) wishes to inform the shareholders of the Company and potential investors that the consolidated results of the Group for the six months ended 30 June 2009 (“Interim 2009”) is expected to record a net profit considerably lower than that as compared to the six months ended 30 June 2008.

The Board considers that the decrease in net profit for Interim 2009 is primarily attributable to (i) impact of the global financial crisis on our business operations resulting in a significant drop in the Group’s revenues, and (ii) increase in depreciation due to the significant additions of plant and machinery catering for business expansion.

This profit warning announcement is only based on the preliminary consolidated management account of the Group for the six months ended 30 June 2009. The interim results of the Group for the six months ended 30 June 2009 is expected to be announced in September 2009.

The Board considers that the overall operation of the Group as a whole remains sound and intact, and the financial position of the Group remains solid.

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

By order of the Board
Neo-Neon Holdings Limited
Ben FAN
Chairman

Hong Kong
19 August 2009

As at the date of this announcement, the Board comprises: Mr. Ben Fan (Chairman), Mr. Jang Jann Huan, Ms. Michelle Wong and Mr. Fan Pong Yang, all as executive directors; Mr. Leung Wai Chuen as non-executive director; and Mr. Wu Tak Lung, Mr. Zhao Shan Xiang and Mr. Weng Shih Yuan, all as independent non-executive directors.

Website: www.neo-neon.com