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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)

POSITIVE PROFIT ALERT

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, based on the preliminary review of the management accounts of the Group for the six months ended 30 June 2010, the financial results of the Group for the six months ended 30 June 2010 are expected to record a net profit considerably higher than that as compared to those for the six months ended 30 June 2009.

The information contained in this announcement is only based on the preliminary review of the management accounts of the Group and the information currently available to the Board, which has not been confirmed nor audited by the Company's independent external auditors.

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, based on the preliminary review of the management accounts of the Group for the six months ended 30 June 2010, the financial results of the Group for the six months ended 30 June 2010 ("Interim 2010") are expected to record a net profit considerably higher than that as compared to those for the six months ended 30 June 2009.

The Board considers that the increase in net profit for Interim 2010 is primarily attributable to (i) impact of the global demand of LED-based lighting on our business operations resulting in a significant increase in the Group's revenues, and (ii) increase in effectiveness of chips and packaging plants.

This positive profit alert announcement is only based on the preliminary review of the management account of the Group and the information currently available to the Board, which has not been confirmed nor audited by the Company's independent external auditors. As at the date of this announcement, the Group's consolidated interim results for the six months ended 30 June 2010 have not been finalised. Investors are advised to read carefully the interim results announcement of the Company for the six months ended 30 June 2010 which is expected to be published on 27 August 2010.

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, 11 August 2010

As at the date of this announcement, the Board comprises: Mr. Ben FAN (Chairman), 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