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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)**

### **ANNOUNCEMENT POSITIVE PROFIT ALERT**

This announcement is made by New Concepts Holdings Limited (the “**Company**”, 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**”) and the Inside Information Provisions (as defined in the Listing Rules) under Part XIVA of the Securities and Futures Ordinance (Chapter 571 of the Laws of Hong Kong).

The board of directors of the Company (the “**Board**”) wishes to inform the shareholders of the Company (the “**Shareholders**”) and the potential investors that, based on a preliminary review and assessment of the unaudited consolidated management accounts of the Group for the six months ended 30 September 2015 (the “**Period**”) and the information currently available to the Group, the Group is expected to record an increase of not less than 40% in its unaudited consolidated profit attributable to equity shareholders for the Period as compared with that of the six months ended 30 September 2014 (the “**Prior Period**”) (unaudited profit attributable to equity shareholders for the Prior Period was approximately HK\$18,535,000). Such increase is mainly attributable to the significant increase in total number of foundation projects and average contract sum of foundation projects during the Period and the record of an one-off non-recurring listing expenses of approximately HK\$9,646,000 during Prior Period.

The Group is still in the process of finalising its consolidated interim results for the Period. As such, this announcement is made solely on the basis of assessment by the Board with reference to its unaudited consolidated management accounts for the Period and the information currently available to the Board, which may be subject to further adjustments after further internal review by the Board and review by the audit committee of the Company. Details of the financial performance of the Group will be contained in the interim results announcement of the Group for the Period, which is expected to be published in November 2015.

**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**  
**Kwan Man Hay**  
*Chief Executive and Executive Director*

Hong Kong, 2 November 2015

*As at the date of this announcement, the executive Directors are Mr. Chu Shu Cheong, Mr. Kwan Man Hay, Mr. So Kin Shing, Ms. Lai Mun Yee and Mr. Cai Jianwen; the non-executive Director is Mr. Lam Kwei Mo; and the independent non-executive Directors are Mr. Lo Chun Chiu, Adrian, Dr. Tong Ka Lok and Mr. Choy Wai Shek, Raymond, MH, JP.*