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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)

INSIDE INFORMATION 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 year ended 31 March 2017 (the “**Year**”) and the information currently available to the Group, the Group is expected, after taking into account the share option expenses, to record an increase of about 20% in its consolidated profit attributable to equity owners for the Year as compared with the profit attributable to equity owners of approximately HK\$49,715,000 recorded for the year ended 31 March 2016. Such increase was mainly attributable to the increase in revenue and operating profit derived from the environmental protection business segment which commenced in the second-half of the year ended 31 March 2016.

The information contained in this announcement is only based on the Board’s preliminary assessment of the unaudited consolidated management accounts of the Group for the Year 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 external auditors and audit committee of the Company. Details of the financial performance of the Group will be included in the final results announcement of the Company for the Year.

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
Cai Jianwen
Executive Director

Hong Kong, 16 May 2017

As at the date of this announcement, the executive Directors are Mr. Zhu Yongjun, Ms. Qin Shulan and Mr. Cai Jianwen; the non-executive Directors are Dr. Zhang Lihui and Mr. Chu Kingston Chun Ho; and the independent non-executive Directors are Mr. Lo Chun Chiu, Adrian, Dr. Tong Ka Lok and Mr. Choy Wai Shek, Raymond, MH, JP.