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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 PROFIT ALERT

This announcement is made by New Concepts Holdings Limited (the “Company”, together with its subsidiaries, the “Group”) pursuant to Rule 13.09(2) 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 2016, the Group is expected to record a decrease of not less than 20% in the unaudited consolidated profit attributable to the equity shareholders for the six months ended 30 September 2016 as compared with that of the corresponding period in 2015 which amounted to approximately HK\$30,677,000. Such decrease was mainly attributable to the increase in operating costs for the environmental 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 six months ended 30 September 2016 which have not been audited or reviewed by the Company’s auditor and audit committee of the Board. Details of the financial performance of the Group will be included in the interim results announcement of the Group for the six month ended 30 September 2016, which is expected to be published before the end of this month.

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
Zhu Yongjun
Chairman and Executive Director

Hong Kong, 16 November 2016

As at the date of this announcement, the executive Directors are Mr. Zhu Yongjun, Mr. Chu Shu Cheong, Mr. Kwan Man Hay, 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.