

Hong Kong Exchanges and Clearing Limited and The Stock Exchange of Hong Kong Limited take no responsibility for the contents of this announcement, make no representation as to its accuracy or completeness and expressly disclaim any liability whatsoever for any loss howsoever arising from or in reliance upon the whole or any part of the contents of this announcement.



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(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 under the Listing Rules) under Part XIVA of the Securities and Futures Ordinance (Chapter 571 of the Laws of Hong Kong).

The board (the “**Board**”) of directors of the Company (the “**Directors**”) wishes to inform the shareholders of the Company (the “**Shareholders**”) and the potential investors that, based on the preliminary review and assessment of the unaudited consolidated management accounts of the Group for the financial year ended 31 March 2024 (the “**Year**”) and the information currently available to the Board, the Group expects to record a profit attributable to the owners of the Company of not less than approximately HK\$2.0 million as compared to the loss attributable to the owners of the Company of approximately HK\$20.8 million in the prior financial year ended 31 March 2023 (“**FY2023**”). Such change was primarily attributable to, among other factors, the following reasons:

- (i) Recognition of a one-off gain of approximately HK\$52.9 million arising from a capital injection into an associate by way of intangible assets (i.e. patented technologies);
- (ii) Increase in equity-settled share option expense, from approximately HK\$2.30 million in FY2023 to approximately HK\$10.00 million in the Year resulting from the grant of share options by the Company in August 2023; and

- (iii) Decrease in the financial performance of the construction business of the Group, from a profit of approximately HK\$0.5 million in FY2023 to a loss of approximately HK\$13.1 million in the Year due to delay in progress for a particular project and overall lower gross margin for newly awarded projects.

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 as well as 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 the audit committee of the Company. Details of the financial performance of the Group for the Year will be included in the final results announcement of the Company.

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, 14 June 2024

As at the date of this announcement, the executive Directors are Mr. Zhu Yongjun, Mr. Pan Yimin and Mr. Lee Tsi Fun Nicholas; the non-executive Directors are Mr. Lin Jiakuang and Dr. Ge Xiaolin; and the independent non-executive Directors are Ms. Du Yun, Mr. Lo Chun Chiu, Adrian, Dr. Tong Ka Lok and Mr. Choy Wai Shek, Raymond, MH, JP.