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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 WARNING

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 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 (the “**Directors**”) of the Company wishes to inform the shareholders of the Company (the “**Shareholders**”) and the potential investors that, based on the latest preliminary review and assessment of the unaudited consolidated management accounts of the Group for the six months ended 30 September 2024 (the “**Period**”), the Group is expected to record loss of approximately HK\$20.00 million as compared with the loss of approximately HK\$9.27 million for the six months ended 30 September 2023 (the “**Corresponding Period**”). The expected increase in loss was primarily attributable to, among other factors, the following reasons:

- (i) the one-off recognition of other income generated from Yixing Plant in respect of investment incentive of approximately HK\$4.7 million for the Corresponding Period; and
- (ii) Decrease in the financial performance of the construction business of the Group, from a profit of approximately HK\$5.1 million for the Corresponding Period to a nearly breakeven level for the Period 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 Period 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 audit committee of the Company. Details of the financial performance of the Group for the Period will be included in the interim 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, 12 November 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 Director is Mr. Lin Jiakuang; 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.