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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(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 (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 2017 (the “**Period**”), the Group is expected to record losses attributable to the equity owners of the Company as compared with that of the corresponding period last year with profit attributable to its equity owners amounted to HK\$22,765,000.

The losses was mainly attributable to, among the others, (1) the decline in number of completed construction projects with reduced amount in contract sum; and (2) increase in operating costs for the environmental business segment of the Group which commenced in the second-half of the year ended 31 March 2016.

The Company may issue further announcement(s) to update the Shareholders as and when appropriate.

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 and the information currently available to the Board, which may be subject to further adjustments after further internal review by the Board and the audit committee of the Company. Details of the financial performance of the Group will be included in the interim results announcement of the Company for the Period which will be published in November 2017.

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, 25 October 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.