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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 nine months ended 31 December 2017, the Group is expected to record loss attributable to the equity owners of the Company for the year ending 31 March 2018 as compared with profit attributable to its equity owners for the year ended 31 March 2017.

The loss was mainly attributable to, among the others, (1) the increase in cost of construction projects; and (2) increase in operating costs for the environmental business segment.

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 nine months ended 31 December 2017, estimation for the financial performance of the Group for the three months ending 31 March 2018 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 audit committee of the Company. Details of the financial performance of the Group for the year ending 31 March 2018 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
Cai Jianwen
Executive Director

Hong Kong, 28 February 2018

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