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Neo-Neon Holdings Limited

同方友友控股有限公司

(Incorporated in the Cayman Islands with limited liability)

(Stock code: 01868)

**VOLUNTARY ANNOUNCEMENT
2025 CORPORATION VALUE AND RETURN
ENHANCEMENT ACTION PLAN**

This announcement is made by Neo-Neon Holdings Limited (the “**Company**”) on a voluntary basis to provide the public with information in relation to the latest development regarding the Company.

The board (the “**Board**”) of directors (the “**Directors**”) of the Company is pleased to announce that, on 27 November 2025, the 2025 Corporation Value and Return Enhancement Action Plan has been considered and approved.

To enhance the Company’s investment value and improve shareholder returns, the management of the Company has formulated the 2025 Corporation Value and Return Enhancement Action Plan based on operational performance, financial status, and its own development strategies. Specific measures are as follows:

1. Maintaining the Existing Business Strengths, Actively Expanding Into Emerging Business

The Company will continue to explore the high-end lighting product market and emerging business sectors while maintaining its competitive edge in the existing lighting business. We will increase investment in research and development to continuously enhance the market competitiveness of our products, providing customers with more innovative and high-value-added solutions in terms of technology, quality, and service. Guided by cost control, channel diversification and technological empowerment, the Company will optimise its product portfolio by focusing on high-margin categories. It will strengthen supply chain coordination between China and Southeast Asia to mitigate tariff risks, advance digital marketing and AI applications to enhance operational efficiency, and deepen customer service capabilities to establish industry-specific barriers. The Company will strive to achieve supply chain diversification by phasing out inefficient products and developing high-value-added alternatives, thereby mitigating tariff

impacts; expand direct e-commerce sales and B-end channels deployment with builders and retailers, leveraging the AD/IMARK procurement alliance to overcome scale constraints; establish certification training systems and technical support capabilities concurrently, building brand barriers through specialised services. On the other hand, we shall maintain stability in existing market channels, implement optimization of organizational structure and personnel allocation, and promote innovation in production processes alongside iterative upgrades of equipment. Meanwhile, the Company will closely monitor investment opportunities of emerging business, implement strategic reorganization of business segments at opportune moments, and achieve optimised asset allocation. The Company will remain grounded in its core responsibilities and primary business, aligning with national development strategies, extend its industrial chain through mergers and acquisitions to generate synergies and enhance industry influence. It will avoid indiscriminate transformation, steadily improving operational efficiency and profitability.

2. Enhancing Profitability, Stabilising Cash Flow

By strengthening inventory management and optimising procurement strategies, the Company will continue to reduce inventory backlog, optimize supply chain structures, strengthen management to reduce procurement costs, and enhance the Company's profitability. On the other hand, the Company places greater emphasis on the timely recovery of order payments and other receivables to stabilise cash flow.

3. Strengthening Investor Relationship Management, Conveying the Company's Value

The Company values investor relationship management and will enhance interaction with investors through various forms (such as holding investor communication meetings) to timely convey the Company's development strategies and operational management information; it will also maintain good communication with analysts, institutional investors and retail investors, addressing their concerns in a timely manner. The Company will persistently and proactively convey its long-term investment value to the market, enhance the efficiency and transparency of information dissemination, promote investors' understanding of the Company, and foster positive communication with investors.

4. Continuously Optimising the Quality of Information Disclosure, Enhancing Transparency

The Company strictly adheres to laws, regulations, and the relevant requirements of The Stock Exchange of Hong Kong Limited, establishing an internal control system centered on the Company's articles of association, guided by the working systems of the general meeting, the Board and the President's meeting, and supported by other complementary systems, to build a scientific decision-making, clearly defined responsibilities, and effectively balanced internal control system. The Company will enhance the scientific nature of the Board's decision-making, optimize the internal control system, strengthen the compliance of information disclosure, carry out information disclosure-related work, continuously improve the quality of information disclosure, enhance transparency, and increase market confidence.

5. Steady Termination on Financial Business, Concentrating on Core Business Development

The Company has ceased its financial operations to ensure the rational allocation of resources and clear focus on strategic direction. With the withdrawal from financial activities, the freed-up capital will be directed towards research and development and capacity upgrades within the lighting business, marketing and other activities. The Company will invest corresponding resources in the lighting business and other strategic growth areas, focusing more on promoting the high-quality development and strategic transformation of the lighting industry.

Shareholders of the Company and potential investors should exercise caution when dealing in the shares of the Company.

By Order of the Board
Neo-Neon Holdings Limited
Zhang Yuanyuan
Chairperson

Hong Kong, 27 November 2025

As at the date of this announcement, the executive Directors of the Company are Ms. Zhang Yuanyuan and Mr. Lian Chenwei; and the non-executive Directors are Mr. Kong Lingqi and Ms. Liu Wenjing; and the independent non-executive Directors are Ms. LI Ming Qi, Ms. Yang Juan and Dr. Li Xuejin.