



Neo-Concept International Group Holdings Limited

(Proposed Nasdaq Symbol: NCI)

February
2024

FORWARD-LOOKING STATEMENTS

This presentation contains forward-looking statements that involve substantial risks and uncertainties. In some cases, you can identify forward-looking statements by the words “may,” “might,” “will,” “could,” “would,” “should,” “expect,” “intend,” “plan,” “goal,” “objective,” “anticipate,” “believe,” “estimate,” “predict,” “potential,” “continue” and “ongoing,” or the negative of these terms, or other comparable terminology intended to identify statements about the future. These statements involve known and unknown risks, uncertainties, and other important factors that may cause our actual results, levels of activity, performance, or achievements to be materially different from the information expressed or implied by these forward-looking statements. This presentation and the accompanying oral presentation contain “forward-looking” statements that are based on our management’s beliefs and assumptions and on information currently available to management.

We have based these forward-looking statements largely on our current expectations and projections about future events and trends that we believe may affect our financial condition, results of operations, business strategy, short-term and long-term business operations and objectives, and financial needs. Moreover, we operate in a very competitive and rapidly changing environment, and new risks may emerge from time to time. It is not possible for our management to predict all risks, nor can we assess the impact of all factors on our business or the extent to which any factor, or combination of factors, may cause actual results to differ materially from those contained in any forward-looking statements we may make. In light of these risks, uncertainties, and assumptions, the forward-looking events and circumstances discussed herein may not occur and actual results could differ materially and adversely from those anticipated or implied in the forward-looking statements. Although our management believes that the expectations reflected in our forward-looking statements are reasonable, we cannot guarantee that the future results, levels of activity, performance, or events and circumstances described in the forward-looking statements will be achieved or occur. We undertake no obligation to publicly update any forward-looking statements, whether written or oral, that may be made from time to time, whether as a result of new information, future developments, or otherwise.

FREE WRITING PROSPECTUS STATEMENT

This free writing prospectus relates to the proposed initial public offering of the ordinary shares (the "Ordinary Shares"), par value US\$0.0000625 per share, of Neo-Concept International Group Holdings Limited (the "Company"), which are being registered on the Registration Statement and should be read together with the preliminary prospectus included in the Registration Statement filed by the Company with the SEC for the offering to which this presentation relates and may be accessed through the following web link:

https://www.sec.gov/Archives/edgar/data/1916331/000121390024004036/ff12024a5_neoconcept.htm

This presentation highlights basic information about the Company and the offering to which this presentation relates. Because it is a summary, it does not contain all of the information that you should consider before investing in our securities. The Company has filed the Registration Statement (including a preliminary prospectus) with the SEC for the proposed offering to which this communication relates. The Registration Statement has not yet become effective. Before you invest, you should read the prospectus in the Registration Statement (including the risk factors described therein) and other documents we have filed with the SEC in their entirety for more complete information about us and the proposed offering. You may get these documents for free by visiting EDGAR on the SEC website at <http://www.sec.gov/>.

Alternatively, we or our underwriter will arrange to send you the Registration Statement if you contact Revere Securities LLC, 650 Fifth Avenue, 35th Floor, New York, NY 10022, Attention: Syndicate Department, or via email at contact@reveresecurities.com or telephone at (212) 688-2350.

See offering documents for further risks and disclosures. There is no guarantee that any specific outcome will be achieved. Investments may be speculative, illiquid and there is a risk of loss.

OFFERING SUMMARY

Transaction Details	
Issuer	Neo-Concept International Group Holdings Limited
Securities	Ordinary Shares
Proposed Nasdaq Capital Market Symbol	NCI
Number of Ordinary Shares Outstanding before this Offering	18,000,000 Ordinary Shares
Number of Shares Being Offered	2,320,000 New Shares
Offering Price Range per Share	US\$4 to US\$5
Offering Size	US \$ 9,280,000 - US \$ 11,600,000
Number of Ordinary Shares Outstanding after this Offering	20,320,000 Ordinary Shares assuming no exercise of their over-allotment option by the underwriter 20,668,000 if the underwriter exercise the over-allotment option
Use of Proceeds	<ul style="list-style-type: none">• Approximately 20% for developing new products with sustainable materials and process;• Approximately 10% for broadening customer base;• Approximately 30% for potential acquisition of companies and/or formation of joint ventures; and• The balance 40% to fund the working capital of our existing operation and for other general corporate Purposes.
Underwriter	<ul style="list-style-type: none">• Revere Securities LLC



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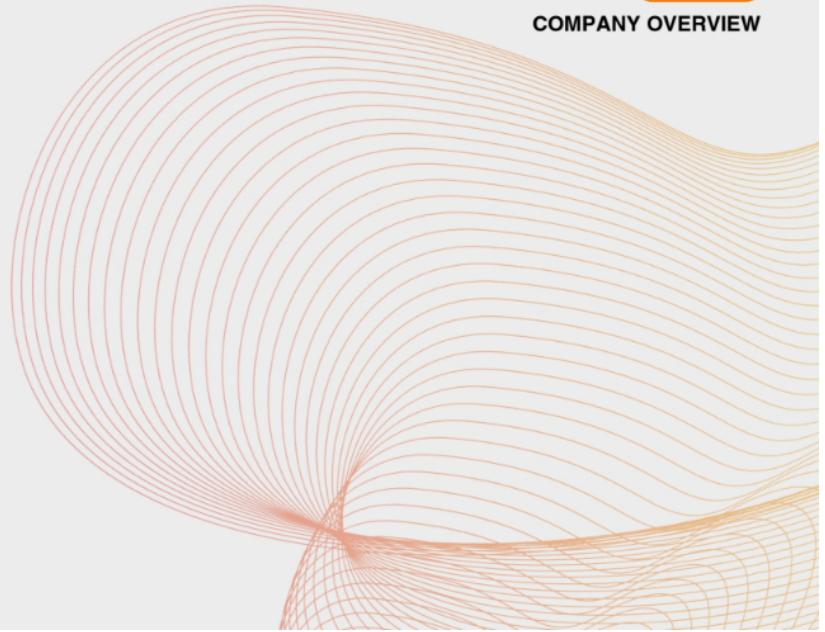
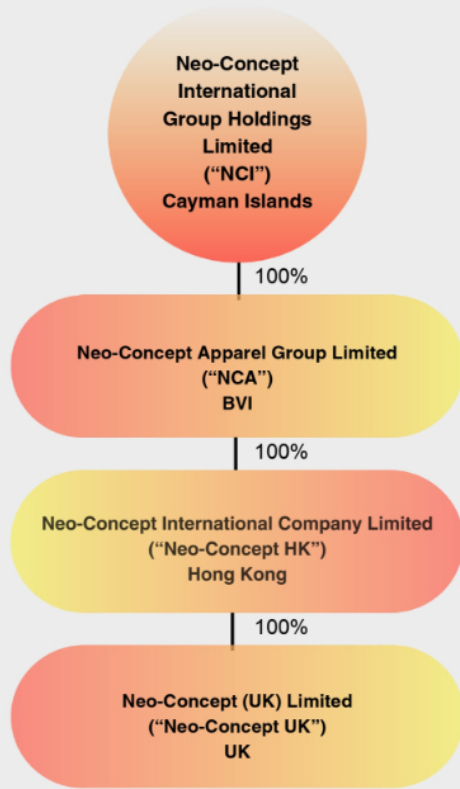
- Company Overview
- Competitive Strengths
- Growth Strategies
- Management and Directors
- Financial Information



COMPANY OVERVIEW

Corporate Structure

COMPANY OVERVIEW



Corporate Overview

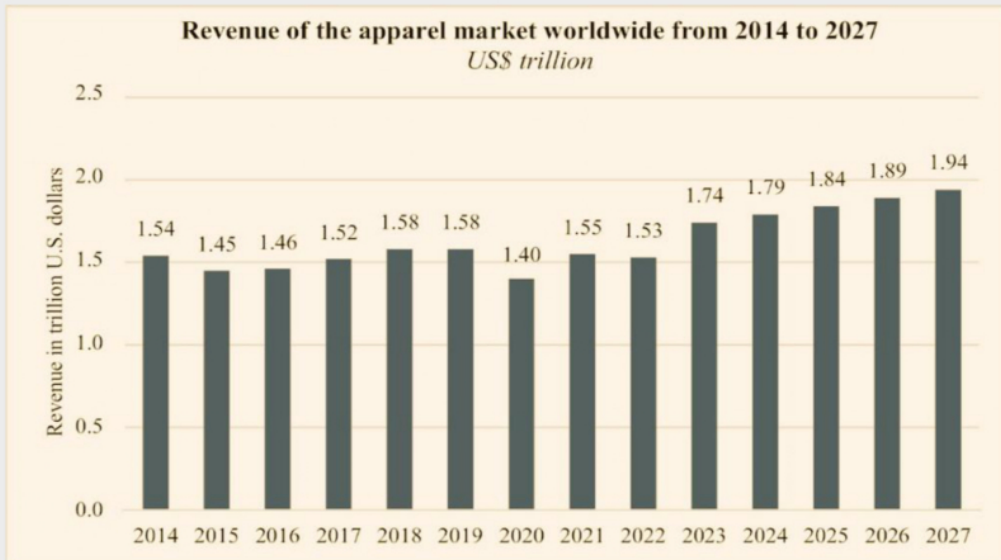
COMPANY OVERVIEW

- Provides comprehensive apparel solution services
 - Market trend analysis
 - Product design and development
 - Raw material sourcing
 - Production and quality control
 - Logistics management
- Serves customers in Europe and North America
- Emphasizes sustainability and uses sustainable solutions
- Reduces our environmental impact through recycling, clean processes, traceable sourcing and other eco-friendly practices
- Sells apparel products in the UK under the licensed brand “les 100 ciels” through retail stores



Overview of Apparel Solution Services

COMPANY OVERVIEW



Source: Statista

- In 2022, the global market revenue for apparel and accessories was estimated to be worth over 1.53 trillion U.S. dollars.
- According to the Consumer Market Outlook, this value will increase to almost 2 trillion U.S. dollars by 2027.

Growth Drivers and Entry Barriers

COMPANY OVERVIEW

Growth Drivers



Expertise in protecting customers' interests



Geographical advantage



Increasing online shopping and social media influence



Increasing emphasis on sustainability



Increasingly diversified portfolio



Advancement of technology



Popularity of athleisure brought by rising awareness for health and fitness

Entry Barriers



Building up customer's trusts



Fierce competition from other market participants



Effective management team with an in-depth understanding ensures the smooth communication with suppliers and customers



Quick adaptability for evolving fashion trends

COMPETITIVE STRENGTHS

A Focus on Sustainability

COMPETITIVE STRENGTHS



- NCI's founders have decades of experience in sustainable apparel
- Commit to sustainable practices and production including:
 - Clean and ethical sourcing and producing of natural fibers
 - Advocate for recycled and undyed cashmere
 - Develop product lines utilizing eco-friendly materials and processes
- NCI is a member of the Textile Exchange and has been certified under the Responsible Wool Standard
- NCI has received certifications/registrations under:
 - Global Recycled Standard 4.0
 - Organic Content Standard 3.0
 - Global Organic Textile Standard 6.0
 - Better Cotton Initiative Platform

Close Relationship with our Major Customers & Strategic Partners

COMPETITIVE STRENGTHS



- NCI has worked with a prominent retailer based in Canada since 2012
- NCI works closely with core customers to:
 - Provide affordable luxury apparel products and full apparel supply chain solutions as a strategic partner
 - Push forward otherwise unfeasible initiatives, e.g., recycling project to recover boiled wool waste during production and recycle this into material that can be used in new production runs
- NCI has reduced waste and helped the customers meet their sustainable growth goals
- Working with various brands as an original design manufacturer to help them meet their sustainability goals

We Provide One-stop Apparel Solution Services

COMPETITIVE STRENGTHS



- NCI offers a simplified and comprehensive supply chain experience and services from:
 - Initial design concepts to logistics
 - Sourcing
 - Manufacturing
 - Quality assurance
 - Packaging
- NCI offers a competitive infrastructure for customers with the design, planning, execution, control, and monitoring of supply chain activities
- NCI provides customers with efficient and cost-effective solutions along the supply chain

Our Management Members have Deep Industry Knowledge and Proven Track Records

COMPETITIVE STRENGTHS



- Ms. Eva Yuk Yin Siu, Chairlady and Director
 - Focuses on development plans and strategy
 - Over 30 years of management, business, marketing, and operating experience in apparel manufacturing and trading
- Ms. Man Chi Wai, Director
 - Responsible for operational efficiency
 - Over 30 years of experience in the garment industry
- NCI's management has capability to manage risks, respond to market trends, and capture market opportunities
 - Differentiate NCI from competitors

GROWTH STRATEGIES



Strengthen Design & Development Capabilities

GROWTH STRATEGIES

- NCI sees developing designs according to the latest fashion trends as being crucial to its success
 - Plan to expand the design and development team
 - Plan to incorporate sustainable materials into product components during the design and development stage



Integrate Sustainability into Product Sourcing & Environmental Marketing

GROWTH STRATEGIES

- NCI aims to integrate sustainability into every aspect of its business model:
 - NCI's manufacturers are required to use recycled materials
 - Provide guidance and recommendations to customers to meet sustainability goals
 - NCI will seek opportunities to further reduce environmental footprint
- NCI has applied for certifications under various standards to showcase its commitment to sustainable practices





Broaden Customer Base & Work with Customers to Expand Product Mix

GROWTH STRATEGIES

- NCI expects the increase in conscious of ethical consumerism and ESG will increase the demand of its apparel service
- NCI plans to position itself as a leading provider of sustainable apparel solution services
- Will liaise more frequently with existing customers to understand their needs
- Will broaden the range of apparel products handled to tap into new markets and attract new customers



Acquisition of companies and/or formation of joint ventures

- NCI intends to acquire stakes in companies and/or forming joint ventures with potential business partners, to support its business growth and diversify revenue sources
- Potential targets will be companies with business and products that will enhance NCI's market share and bring synergic effect to the business, based on various factors including each candidate's market share, reputation and customer base
- NCI has not identified any targets for potential acquisition or joint ventures as of the date of this presentation

MANAGEMENT AND DIRECTORS

MANAGEMENT & DIRECTORS

Ms. Eva Yuk Yin Siu

Director, Chairlady of the Board,
Chief Executive Officer

- Ms. Siu manages NCI and its subsidiaries, formulates operation direction, and devises annual plans, strategic planning, and business development.
- She co-founded Neo-Concept HK and Neo-Concept UK in 1992 and 2000, respectively, to intertwine fashion elements.
- She has over 30 years of experience in the fashion garment industry.

Ms. Man Chi Wai

Director

- Ms. Wai responsible for assisting the Chairlady of the Board with the overall management and operations of NCI and its subsidiaries.
- Ms. Wai co-founded Neo-Concept HK in 1992 and Neo-Concept UK in 2000.
- Ms. Wai has over 30 years of experience in the fashion garment industry.
- She obtained a Higher Diploma of Business Studies from the Polytechnic College in 1979.

Mr. Patrick Kwok Fai Lau

Chief Financial Officer

- Mr. Lau has over 20 years of experience in accounting, auditing, financial advisory, and corporate governance.
- He obtained a Master of Science in Corporate Governance and Directorship from Hong Kong Baptist University in 2014.
- He has been a member of The Hong Kong Institute of Certified Public Accountants and a fellow member of the Association of Chartered Certified Accountants since 2003 and 2007, respectively.
- He has been a member of Beta Gamma Sigma since 2014.

Ms. Josephine Yan Yeung
Independent Director

- Ms. Yeung has over 19 years of experience in auditing, financial management, internal control, and corporate governance.
- She graduated from the Hong Kong University of Science and Technology with a Bachelor of Business Administration in Accounting degree.
- She was admitted as a member and fellow of The Hong Kong Institute of Certified Public Accountants in February 2008 and October 2017, respectively.

Mr. Mark Gary Singer
Independent Director

- Mr. Singer has over 30 years of management experience in sales, supply chain, operations, and logistical support for various companies.
- Mr. Singer obtained a Bachelor of Arts degree in History and Economics from Colgate University in 1979.

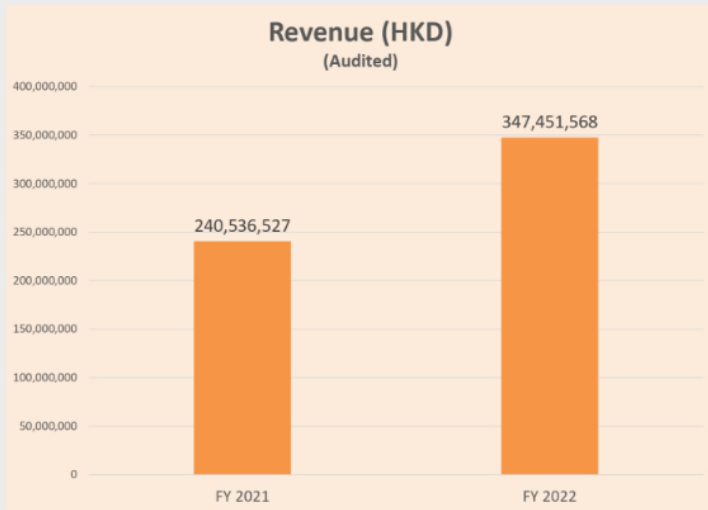
Mr. To Wai Suen
Independent Director

- Mr. Suen has over 15 years of experience in accounting and finance.
- Mr. Suen is a practicing member of The Hong Kong Institute of Certified Public Accountants.
- He obtained a bachelor's degree in commerce from The University of Western Australia in 2001.

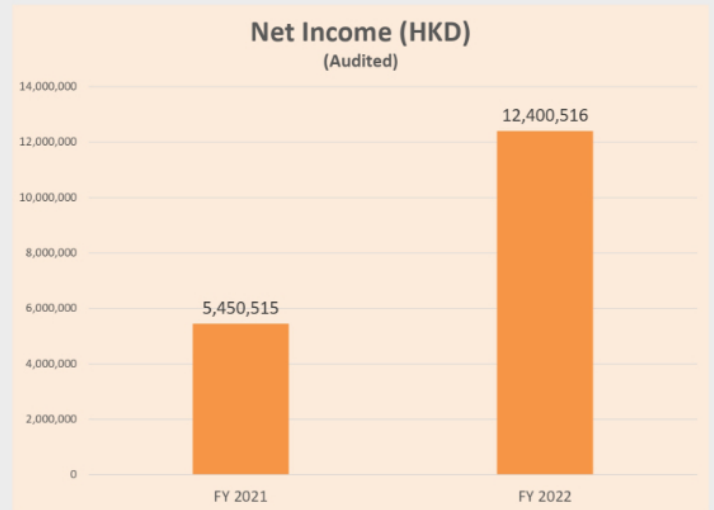


**FINANCIAL
INFORMATION**





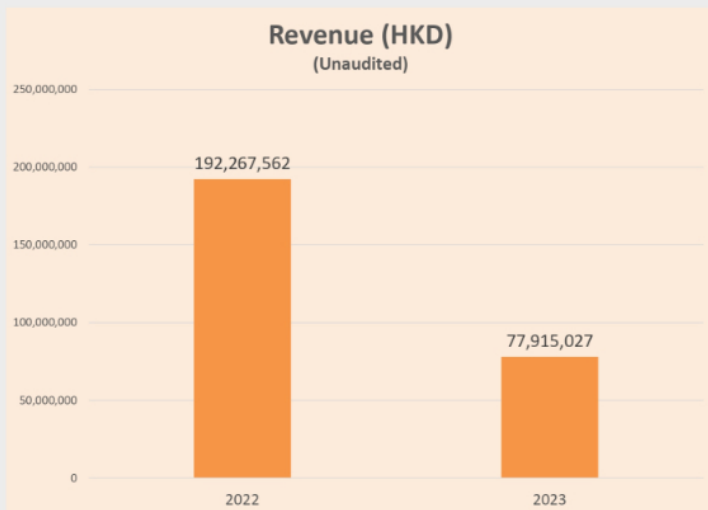
For the years ended December 31



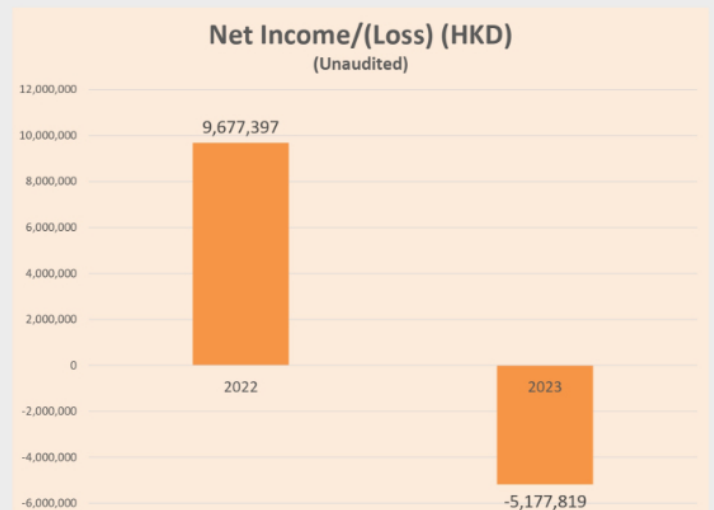
For the years ended December 31

	FY 2021	FY 2022
Revenue (HKD) (Audited)	240,536,527	347,451,568
Net Income (HKD) (Audited)	5,450,515	12,400,516

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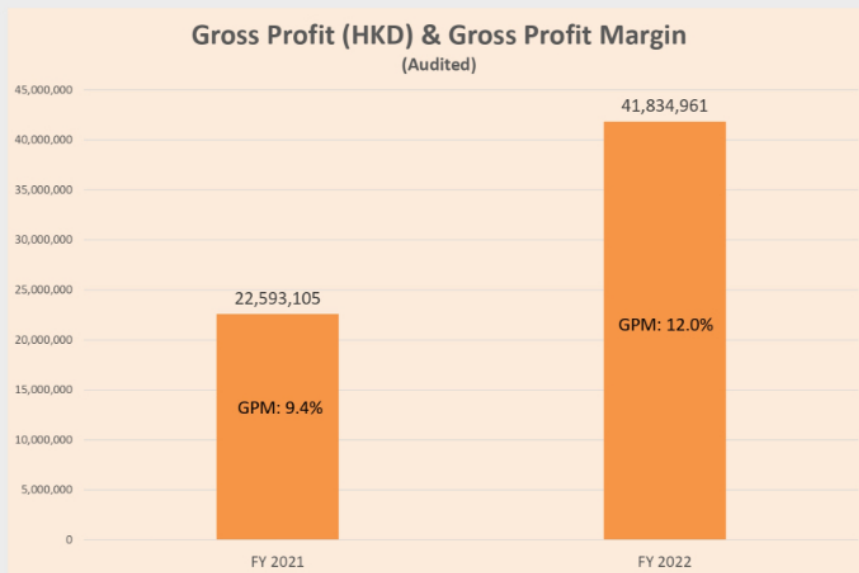
For the six months ended June 30



For the six months ended June 30

	For the six months ended June 30, 2022	For the six months ended June 30, 2023
Revenue (HKD) (Unaudited)	192,267,562	77,915,027
Net Income/(Loss) (HKD) (Unaudited)	9,677,397	(5,177,819)

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For the years ended December 31

	FY 2021	FY 2022
Gross Profit (HKD) (Audited)	22,593,105	41,834,961
Gross Profit Margin	9.4%	12.0%



For the six months ended June 30

	For the six months ended June 30, 2022	For the six months ended June 30, 2023
Gross Profit (HKD) (Unaudited)	24,962,402	12,161,699
Gross Profit Margin	13.0%	15.6%

Contact Us

Issuer

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Holdings Limited



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