新絲路文旅有限公司

NEW SILKROAD CULTURALTAINMENT LIMITED

(Incorporated in Bermuda with limited liability)

(Stock code: 472)

PROFIT WARNING

The Board wishes to inform the Shareholders and potential investors that, based on the preliminary review of the unaudited consolidated management accounts of the Group for the year ended 31 December 2016 and after discussion with the auditors of the Company, it is expected that the net loss of the Group for the year ended 31 December 2016 will be substantially increased as compared to the net loss of HK$40,890,000 recorded for the year ended 31 December 2015.

Shareholders and potential investors are advised to exercise caution when dealing in the shares of the Company.

The board of directors (the "**Board**") of New Silkroad Culturaltainment Limited (the "**Company**", and together with its subsidiaries, the "**Group**") wishes to inform the shareholders of the Company (the "**Shareholders**") and potential investors that, based on the preliminary review of the unaudited consolidated management accounts of the Group for the year ended 31 December 2016 and after discussion with the auditors of the Company, it is expected that the net loss of the Group for the year ended 31 December 2016 will be substantially increased as compared to the net loss of HK$40,890,000 recorded for the year ended 31 December 2015.

Such substantial increase in the net loss is primarily due to the recognition of the share option expenses as a result of the share options granted during the year.

The Board considers that the abovementioned share option expenses are one-off in nature, do not incur any cash outlay and are recognized purely due to accounting requirement. As such, there will be no adverse effect on the operating cash flows and the operation of the Group.

The annual results of the Group for the year ended 31 December 2016 have not yet been finalized as at the date of this announcement. Shareholders and potential investors are advised to read carefully the annual results announcement of the Group for the year ended 31 December 2016, which will be published by the end of March 2017.

Shareholders and potential investors are advised to exercise caution when dealing in the shares of the Company.

By order of the Board
New Silkroad Culturaltainment Limited
Ng Kwong Chue, Paul
Executive Director

Hong Kong, 8 March 2017

As at the date of this announcement, the Board comprises six executive Directors, namely, Mr. Su Bo, Mr. Yan Tao, Mr. Ng Kwong Chue, Paul, Mr. Zhang Jian, Mr. Hang Guanyu and Mr. Liu Huaming, and three independent non-executive Directors, namely Mr. Ting Leung Huel, Stephen, Mr. Tse Kwong Hon and Mr. Cao Kuangyu.