新絲路文旅有限公司
NEW SILKROAD CULTURALTAINMENT LIMITED

(Incorporated in Bermuda with limited liability)

(Stock Code: 472)

PROFIT WARNING

This announcement is made by New Silkroad Culturaltainment Limited (the "**Company**", and together with its subsidiaries, the "**Group**") pursuant to Rule 13.09 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 in the Listing Rules) under Part XIVA of the Securities and Futures Ordinance (Chapter 571, Laws of Hong Kong).

The board of directors (the "**Board**") of the Company 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 six months ended 30 June 2019 (the "**Period**"), the Group is expected to record a substantial increase in net loss for the Period as compared to the corresponding period in 2018 mainly due to recognition of a loss from the remeasurement of the net asset of 深圳市你我金融信息服務有限公司 (Shenzhen Niiwoo Financial Information Services Ltd.*) which was disposed of by the Group on 31 July 2019 (details of which were disclosed in the circular and the announcement of the Company dated 5 July 2019 and 31 July 2019 respectively).

The Board emphasizes that the abovementioned loss is one-off in nature and a non-cash accounting treatment in accordance with the Hong Kong Financial Reporting Standards. As such, there will be no adverse effect on the operating cash flows of the Group.

The information contained in this announcement is only a preliminary assessment by the management of the Company based on the unaudited consolidated management accounts of the Group available which have not been reviewed nor approved by the Company's Audit Committee. Details of the Group's financial information for the Period will be reported in the interim results announcement to be published by the end of August.

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 August 2019

As at the date of this announcement, the Board comprises five executive Directors, namely, Mr. Su Bo, 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.

** for identification purpose only*