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(Incorporated in Bermuda with limited liability)
(Stock Code: 472)

NOTICE OF BOARD MEETING

The board of directors (the "Board") of New Silkroad Culturaltainment Limited (the "Company") hereby announces that a Board meeting will be held on Friday, 18 August 2023 for the purposes of, inter alia, approving the unaudited interim results of the Company and its subsidiaries for the six months ended 30 June 2023 and considering the payment of an interim dividend (if any).

By order of the Board

New Silkroad Culturaltainment Limited

Ma Chenshan

Chairman and Executive Director

Hong Kong, 8 August 2023

As at the date of this announcement, the Board comprises four executive Directors, namely, Mr. Ma Chenshan, 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.