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

COMPLETION OF RESTRUCTURING OF CONTROLLING SHAREHOLDER

This announcement is made by the Board of Directors (the "Board") of New Silkroad Culturaltainment Limited (the "Company"), together with its subsidiaries, (the "Group") under Part XIVA of the Securities and Futures Ordinance (Chapter 571 of the Laws of Hong Kong) (the "Inside Information Provisions"), pursuant to Rule 13.25(1)(a) of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited (the "Listing Rules").

Reference is made to the announcement of New Silkroad Culturaltainment Limited (the "Company", together with its subsidiaries, the "Group") dated 22 May 2023 (the "Announcement") in relation to the court approved restructuring of Macrolink Culturaltainment Development Co., Ltd. (a company listed on the Shenzhen Stock Exchange with the stock code: 000620) ("Macrolink Culturaltainment"), a controlling shareholder (as defined in the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited) of the Company which indirectly holds 1,757,450,743 ordinary issued shares of the Company, representing approximately 54.79% of the issued share capital of the Company as at the date of this announcement.

The Company has been informed by Macrolink Culturaltainment that the restructuring of the Macrolink Culturaltainment has been completed, whereby a total of 3,975,124,620 new shares in the share capital of Macrolink Culturaltainment have been allotted and issued, and transferred to new investors to fund or allocated to creditors to offset against certain liabilities owed by Macrolink Culturaltainment.

Immediately following the completion of the restructuring of Macrolink Culturaltainment, the two single largest shareholders of Macrolink Culturaltainment will be 湖南天象盈新科技發展有限公司 (Hunan Tianxiang Yingxin Technology Development Co., Ltd.*) and Macro-Link Holding Company Limited holding approximately 20.44% and 20.01% of the issued shares in Macrolink Culturaltainment respectively, and the shareholding interests of Macrolink Culturaltainment in the Company and its status as the controlling shareholder of the Company shall remain unchanged.

The board of directors of the Company does not anticipate that the completion of the restructuring of the Macrolink Culturaltainment would have any material impact on the Group's operation or financial condition.

* English translation of names in Chinese which is marked with "*" in this announcement is for identification purposes only.

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

By order of the Board

New Silkroad Culturaltainment Limited

Ma Chenshan

Chairman and Executive Director

Hong Kong, 29 January 2024

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.