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**") 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 (the "**Board**") of directors (the "**Directors**") of the Company wishes to inform the shareholders (the "**Shareholders**") of the Company and potential investors that, based on the preliminary review of the unaudited consolidated management accounts of the Company and its subsidiaries (together, the "**Group**") for the six months ended 30 June 2024 (the "**Relevant Period**"), the Group is expected to record an increased consolidated loss in the range of approximately HK$60,000,000 to HK$70,000,000 as compared to a consolidated loss of approximately HK$18,593,000 for the corresponding period in 2023. The expected increase in loss is mainly attributable to a disposal loss (details of which are set out in the announcement of the Company dated 11 June 2024) on the disposal of 72% of the interests in Megaluck Company Limited on 11 June 2024, a substantially loss-making investment in the entertainment business which was disposed of by the Company to cut losses and better allocate the Group's resources to other profitable segments. Save for the entertainment business, the wine business of the Group has also been loss-making before and during the

Relevant Period. As it is expected that the global economy will continue to remain slow and stagnant, heavily affecting consumer sentiment, the Board is not optimistic that the prospects of the wine business will turn positive in the near future and will continue to look out for opportunities to divest itself of loss-making businesses and reallocate the resources of the Group to more profitable segments in the interest of the Shareholders and the Company as a whole.

The information contained in this announcement is only a preliminary assessment by the Board based on the unaudited consolidated management accounts of the Group and other information currently available to the Company which have not been reviewed by the Company's audit committee nor the independent auditors and are subject to finalization and necessary adjustments (if any). Shareholders and potential investors are advised to read carefully the interim results announcement of the Group for the Relevant Period, which will be published in late July 2024.

**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**
**Ma Chenshan**
*Chairman and Executive Director*

Hong Kong, 18 July 2024

*As at the date of this announcement, the Board comprises six executive Directors, namely, Mr. Ma Chenshan, Mr. Wang Gengyu, Mr. Zhang Jian, Mr. Hang Guanyu, Mr. Zhao Bin and Mr. Liu Yuzhen, and three independent non-executive Directors, namely Mr. Ting Leung Huel, Stephen, Mr. Chow On Kiu and Ms. Wen Yi.*