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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 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 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 2024 (the “**Year**”), the Group is expected to record an increase in net loss attributable to owners of the Company in range of approximately HK\$170 million to HK\$190 million from a net loss of approximately HK\$82.3 million in 2023, primarily attributable to: (i) losses on sale or disposal of subsidiaries during the Year and; and (ii) operating losses on businesses sold or disposed of during the Year.

The information contained in this announcement is only a preliminary assessment by the management of the Company based on the draft unaudited consolidated management accounts of the Group available and a valuation report done by an independent valuer which have not been reviewed by the Company's Audit Committee or the auditors and may therefore be subject to finalisation and adjustment (if any). Details of the Group's financial information for the Year will be reported in the annual results announcement for the Year to be published on 14 March 2025.

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, 4 March 2025

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.