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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 ALART – REDUCTION IN LOSS

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 2025 (the "**Relevant Period**"), the Group is expect a net loss attributable to owner of the Company in the range of approximately HK$38,000,000 to HK$50,000,000 as compared to a net loss attributable to owner of the Company of approximately HK$51,947,000 for the corresponding period in 2024. The expected decrease of such loss of the Group was mainly attributable to the absence of loss on disposal of a subsidiary and the absence of contribution from the disposed loss-making subsidiary in entertainment business in the correspondence period in 2025, as compared with the corresponding period in 2024.

The Company is still in the process of finalising the consolidated interim results of the Group for the six months ended 30 June 2025. 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 before the end of August 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
Wang Gengyu
Chairman and Executive Director

Hong Kong, 19 August 2025

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