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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)

APPOINTMENT OF EXECUTIVE DIRECTORS

The board (the "**Board**") of directors (the "**Director(s)**") of New Silkroad Culturaltainment Limited (the "**Company**") is pleased to announce that Mr. Liu Huaming ("**Mr. Liu**") and Ms. Qiu Xuan ("**Ms. Qiu**") have been appointed by the Board as executive Directors, with effect from 19 September 2025.

The biographical details of Mr. Liu are set out as follows:

Mr. Liu Huaming, aged 54, graduated from Shandong Institute of Economics (now known as Shandong University of Finance and Economics) in 1995. He is a PRC certified public accountant and a PRC certified valuer. He began his career in 1995, successively holding positions including Project Manager at Shandong Weihai Auditing Firm, vice-general manager at Zhongsheng Hualu Accounting Firm, Audit Department Manager at Macrolink Holding Co., Ltd., vice-general manager and Chief Financial Officer at Beijing Macrolink Gas Ltd., and vice-general manager and Chief Financial Officer at Beijing Macrolink Industrial Investment Co. Ltd. From May 2011 to February 2021, he served as Chief Financial Officer of Winnovation Culturaltainment Development Limited. From April 2016 to February 2022, he served as Vice President. From March 2022 to 27 June 2024, he served as Chairman of the Supervision Committee, and has served as Vice President since 27 June 2024. He was formerly an executive Director from June 2015 to June 2024.

Save as disclosed above, Mr. Liu (i) did not hold any directorship in public companies the securities of which are listed on any securities market in Hong Kong or overseas in the last three years prior to the date of this announcement; (ii) does not have any relationship with any directors, senior management or substantial or controlling shareholders of the Company; and (iii) does not hold any other positions with other members of the Group.

As at the date of this announcement, Mr. Liu does not have any interests in the shares of the Company within the meaning of Part XV of the Securities and Futures Ordinance (Chapter 571 of the Laws of Hong Kong).

Mr. Liu has entered into a service contract with the Company for a term of three years, which may be terminated by either party giving not less than one month's notice in writing served by either party to the other, subject to retirement by rotation and re-election at annual general meeting of the Company in accordance with the bye-laws of the Company. Pursuant to the terms of the service contract, he shall be entitled to an annual emolument of HK$120,000 which was determined by the Board based on the recommendation of the remuneration committee of the Company with reference to his qualification, duties and responsibilities within the Group.

Save as disclosed above, there are no other matters concerning Mr. Liu that need to be brought to the attention of the shareholders of the Company and there is no other information to be disclosed pursuant to the requirements of Rule 13.51(2)(h) to (v) of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited.

The biographical details of Ms. Qiu are set out as follows:

Ms. Qiu Xuan, aged 47, holds masters degrees, graduated from the National University of Singapore (MPAM) and China Europe International Business School (EMBA). With over 20 years of senior management experience in large industrial conglomerates and financial institutions, she has served as a senior executive at a major insurance group and Vice President of Warner Group. Currently, she serves as the Assistant President and the Director of Department of Strategic Development at Winnovation Culturaltainment Development Limited, where she plays a pivotal role in guiding strategic decision-making, investment expansion, and group-wide operations for multiple enterprises.

Save as disclosed above, Ms. Qiu (i) did not hold any directorship in other public companies the securities of which are listed on any securities market in Hong Kong or overseas in the last three years prior to the date of this announcement; (ii) does not have any relationship with any directors, senior management or substantial or controlling shareholders of the Company; and (iii) does not hold any other positions with other members of the Group.

As at the date of this announcement, Ms. Qiu does not have any interests in the shares of the Company within the meaning of Part XV of the Securities and Futures Ordinance (Chapter 571 of the Laws of Hong Kong).

Ms. Qiu has entered into a service contract with the Company for a term of three years, which may be terminated by either party giving not less than one month's notice in writing served by either party to the other, subject to retirement by rotation and re-election at annual general meeting of the Company in accordance with the bye-laws of the Company. Pursuant to the terms of the service contract, she shall be entitled to an annual emolument of HK$120,000 which was determined by the Board based on the recommendation of the remuneration committee of the Company with reference to her qualification, duties and responsibilities within the Group.

Save as disclosed above, there are no other matters concerning Ms. Qiu that need to be brought to the attention of the shareholders of the Company and there is no other information to be disclosed pursuant to the requirements of Rule 13.51(2)(h) to (v) of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited.

The Board would like to extend a warm welcome to Mr. Liu and Ms. Qiu for joining the Board.

By order of the Board
New Silkroad Culturaltainment Limited
Wang Gengyu
Chairman and Executive Director

Hong Kong, 19 September 2025

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