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新絲路文旅

NEW SILKROAD CULTURALTAINMENT

NEW SILKROAD CULTURALTAINMENT LIMITED
新絲路文旅有限公司

(Incorporated in Bermuda with limited liability)

(Stock Code: 472)

PROPOSED CHANGE OF COMPANY NAME

The board (the "**Board**") of directors (the "**Directors**") of New Silkroad Culturaltainment Limited (the "**Company**") proposes to change the English name of the Company from "New Silkroad Culturaltainment Limited" to "New Silkroad Holding Group Limited" and to adopt and register the Chinese name of "新絲路控股集團有限公司" as the secondary name of the Company in place of its existing secondary name of "新絲路文旅有限公司" (the "**Proposed Change of Company Name**").

PROPOSED CHANGE OF COMPANY NAME

The Proposed Change of Company Name is subject to the fulfillment of the following conditions:

(i) the passing of a special resolution by the shareholders of the Company (the "**Shareholders**") at the special general meeting (the "**SGM**") to be held by the Company approving the Proposed Change of Company Name; and

(ii) the Registrar of Companies in Bermuda approving the Proposed Change of Company Name.

Subject to the satisfaction of the conditions set out above, the Proposed Change of Company Name will take effect from the date of entry of the new English name and the secondary name in Chinese of the Company (in place of the existing English name and secondary name in Chinese of the Company) on the register maintained by the Registrar of Companies in Bermuda as set out in the certificate of change of name and certificate of secondary name to be issued by the Registrar of Companies in Bermuda in respect of the Proposed Change of Name. The Company will carry out all necessary registration and/or filing procedures with the Registrar of Companies in Bermuda and the Companies Registry in Hong Kong.

In addition, subject to the confirmation by The Stock Exchange of Hong Kong Limited (the "**Stock Exchange**"), the English and Chinese stock short names of the Company for trading in the shares of the Company (the "**Shares**") on the Stock Exchange will also be changed after the Proposed Change of Company Name becomes effective.

REASONS FOR THE PROPOSED CHANGE OF COMPANY NAME

The Board considers that the proposed new English and Chinese names of the Company will provide the Company with a new corporate image and clearer identity, which will better reflect the direction of and benefit the Company's future business development. Therefore, the Board is of the view that the Proposed Change of Company Name is in the best interests of the Company and the Shareholders as a whole.

EFFECTS OF THE PROPOSED CHANGE OF COMPANY NAME

The Proposed Change of Company Name will not affect any rights of the Shareholders or the daily business operation and financial position of the Company. Upon the Proposed Change of Company Name becoming effective and from then on, any issue of share certificates of the Company thereafter will be in the new name of the Company and the Shares will be traded on the Stock Exchange under the new name of the Company.

All existing share certificates of the Company in issue bearing the present name of the Company shall, after the Proposed Change of Company Name becoming effective, continue to be evidence of title to such Shares and will continue to be valid for trading, settlement, registration and delivery purposes. Accordingly, there will not be any arrangement for free exchange of the existing share certificates for new certificates bearing the new name of the Company.

GENERAL

The Proposed Change of Company Name is subject to the fulfillment of the conditions set out above. The SGM will be convened and held for the purposes of considering and, if thought fit, approving, the Proposed Change of Company Name. A circular containing, among other matters, details of the Proposed Change of Company Name, together with a notice of the SGM and the related form of proxy, will be despatched to the Shareholders in due course.

Further announcement(s) will be made by the Company in relation to the results of the SGM, the effective date of the Proposed Change of Company Name and the new English and Chinese stock short names for trading in the Shares on the Stock Exchange.

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

Hong Kong, 8 January 2026

As at the date of this announcement, the Board comprises five executive Directors, namely, Mr. Wang Gengyu, Mr. Liu Huaming, Ms. Qiu Xuan, Mr. Hang Guanyu and Mr. Shen Yang, and three independent non-executive Directors, namely Mr. Ting Leung Huel, Stephen, Mr. Chow On Kiu and Prof. Richard Gerardus Franciscus Visser.