THIS CIRCULAR IS IMPORTANT AND REQUIRES YOUR IMMEDIATE ATTENTION

If you are in any doubt as to any aspect of this circular or as to the action to be taken, you should consult your stockbroker or other registered dealer in securities, bank manager, solicitor, professional accountant or other professional adviser.

If you have sold or transferred all your shares in **New Silkroad Culturaltainment Limited**, you should at once hand this circular and the accompanying form of proxy to the purchaser or transferee or to the bank, stockbroker or other agent through whom the sale or transfer was effected for transmission to the purchaser or the transferee.

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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
AND
NOTICE OF SPECIAL GENERAL MEETING

Capitalised terms used in this cover page have the same meanings as defined in this circular.

A letter from the Board is set out on pages 3 to 6 of this circular. A notice convening the SGM to be held at Unit 606, 6th Floor, Emperor Group Centre, 288 Hennessy Road, Hong Kong on Thursday, 26 February 2026 at 10:00 a.m. is set out on pages 7 to 8 of this circular. A form of proxy for use at the SGM is also enclosed with this circular. Such form of proxy is also published on the website of the Stock Exchange at www.hkex.com.hk and the Company's website at www.newsilkroad472.com.

Whether or not you are able to attend the SGM, you are requested to complete the accompanying form of proxy in accordance with the instructions printed thereon and deposit the same at the Company's branch share registrar and transfer office in Hong Kong, Tricor Investor Services Limited, at 17/F, Far East Finance Centre, 16 Harcourt Road, Hong Kong as soon as possible and in any event not less than 48 hours before the time appointed for holding of the SGM or any adjournment thereof. Completion and return of the form of proxy will not preclude you from attending and voting in person at the SGM or any adjournment thereof should you so wish, and in such event, the form of proxy shall be deemed to be revoked.

All times and dates specified in this circular refer to Hong Kong local times and dates.

3 February 2026

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In this circular, unless the context otherwise requires, the following expressions shall have the following meanings:

"Board"	the board of Directors
"Bye-laws"	the bye-laws of the Company, and "Bye-law" shall mean a bye-law of the Bye-laws
"CCASS"	the Central Clearing and Settlement System established and operated by Hong Kong Securities Clearing Company Limited
"Company"	New Silkroad Culturaltainment Limited, a company incorporated in Bermuda with limited liability and the issued Shares of which are listed on the main board of the Stock Exchange
"Directors"	the directors of the Company
"Group"	the Company and its subsidiaries
"Hong Kong"	the Hong Kong Special Administrative Region of the PRC
"Listing Rules"	the Rules Governing the Listing of Securities on the Stock Exchange
"Notice"	the notice convening the SGM as set out on pages 3 to 6 of this circular
"PRC"	the People's Republic of China, which for the purpose of this circular shall exclude Hong Kong, Taiwan and the Macau Special Administrative Region of the PRC
"Proposed Change of Company Name"	the proposed change of the existing English name of the Company from "New Silkroad Culturaltainment Limited" to "New Silkroad Holding Group Limited" and to adopt the Chinese name "新絲路控股集團有限公司" as the secondary name of the Company in place of the existing secondary name "新絲路文旅有限公司"
"SGM"	the special general meeting of the Company to be convened at Unit 606, 6th Floor, Emperor Group Centre, 288 Hennessy Road, Hong Kong on Thursday, 26 February 2026 at 10:00 a.m. for the purpose of considering and, if thought fit, approving the resolution proposed in this circular, or any adjournment thereof

"Share(s)"	ordinary share(s) of HK$0.01 each in the share capital of the Company
"Shareholder(s)"	holder(s) of the Share(s)
"Stock Exchange"	The Stock Exchange of Hong Kong Limited
"HK$"	Hong Kong dollars, the lawful currency of Hong Kong
"%"	per cent.

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新絲路文旅有限公司

(Incorporated in Bermuda with limited liability)
(Stock Code: 472)

Executive Directors:
Mr. Wang Gengyu *(Chairman)*
Mr. Hang Guanyu
Mr. Shen Yang
Mr. Liu Huaming
Ms. Qiu Xuan

Independent non-executive Directors:
Mr. Ting Leung Huel, Stephen
Mr. Chow On Kiu
Prof. Richard Gerardus Franciscus Visser

Registered office:
Clarendon House 2
Church Street
Hamilton HM 11
Bermuda

Head office and principal place of business in Hong Kong:
Unit 606, 6th Floor
Emperor Group Centre
288 Hennessy Road
Hong Kong

3 February 2026

To the Shareholders

Dear Sir or Madam,

PROPOSED CHANGE OF COMPANY NAME AND NOTICE OF SPECIAL GENERAL MEETING

INTRODUCTION

Reference is made to the announcement of the Company dated 8 January 2026 in relation to the Proposed Change of Company Name.

The purpose of this circular is to provide you with information regarding the resolution to be proposed at the SGM for the Proposed Change of Company Name and to give you notice of the SGM.

PROPOSED CHANGE OF COMPANY NAME

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

REASONS FOR THE PROPOSED CHANGE OF COMPANY NAME

The Board considers that the Proposed Change of Company Name will provide the Company with a new corporate image and clearer identity, which will better reflect the direction of and benefit the future development of the Company. 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.

CONDITIONS OF THE PROPOSED CHANGE OF COMPANY NAME

The Proposed Change of Company Name will be subject to the following conditions being fulfilled:

(i) the passing of a special resolution by the Shareholders at the SGM 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 the Registrar of Companies in Bermuda enters the new English name and the secondary name in Chinese of the Company (in place of the existing English name and the 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.

EFFECT OF THE PROPOSED CHANGE OF COMPANY NAME

The Proposed Change of Company Name will not affect any of the 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 has become effective, continue to be effective as documents of title and be valid for trading, settlement, registration and delivery purposes. Accordingly, there will not be any arrangement for the free exchange of the existing share certificates of the Company for new share certificates bearing the new name of the Company.

Subject to the confirmation of the Stock Exchange, the English and the Chinese stock short names of the Company for trading of the Shares on the Stock Exchange will also be changed after the Proposed Change of Company Name becomes effective and the filing procedures in Hong Kong have been completed. Further announcement(s) will be made by the Company to inform the Shareholders on the results of the SGM, the effective date of the Proposed Change of Company Name and the change of stock short names of the Company for trading of the Shares on the Main Board of the Stock Exchange as and when appropriate.

GENERAL

The Proposed Change of Company Name is subject to, inter alia, the approval by the Shareholders by way of a special resolution at the SGM. To the best knowledge, information and belief of the Directors, having made all reasonable enquiries, no Shareholder will be required to abstain from voting on the special resolution for approving the Proposed Change of Company Name.

SGM

The Company will convene the SGM at Unit 606, 6th Floor, Emperor Group Centre, 288 Hennessy Road, Hong Kong on Thursday, 26 February 2026 at 10:00 a.m. for the purpose of considering and, if thought fit, approving the resolution set out in the Notice as set out on pages 7 to 8 of this circular.

A form of proxy for use at the SGM is enclosed with this circular. Such form of proxy is also published on the website of the Stock Exchange at www.hkexnews.hk and on the website of the Company at http://www.newsilkroad472.com. Whether or not you intend to attend the SGM in person, you are requested to complete and return the enclosed form of proxy in accordance with the instructions printed thereon to the Company's branch share registrar, Tricor Investor Services Limited, at 17/F, Far East Finance Centre, 16 Harcourt Road, Hong Kong, as soon as possible and in any event not less than 48 hours before the time appointed for the holding of the SGM or at any adjournment thereof (as the case may be). Completion and return of the form of proxy will not preclude you from attending and voting in person at the SGM or at any adjournment thereof (as the case may be) should you so wish, and in such event, the form of proxy shall be deemed to be revoked.

Treasury shares, if any, shall have no voting rights at the general meeting(s) of the Company. For the avoidance of doubt, solely from the perspective of the Listing Rules, the Company shall procure, upon depositing any treasury shares in CCASS, the abstention from voting at any of its general meeting(s) in relation to those Shares.

CLOSURE OF REGISTER OF MEMBERS

The register of members of the Company will be closed from Monday, 23 February 2026 to Thursday, 26 February 2026 (both dates inclusive) during which period no transfer of shares will be effected. The record date for determining the entitlement of the Shareholders to attend and vote at the SGM will be Thursday, 26 February 2026 and in order to be entitled to attend and vote at the SGM, all completed share transfer documents accompanied by the relevant share certificates must be lodged with the Company's branch share registrar and transfer office in Hong Kong, Tricor Investor Services Limited, at 17/F, Far East Finance Centre, 16 Harcourt Road, Hong Kong for registration no later than 4:30 p.m. (Hong Kong time) on Friday, 20 February 2026.

VOTING BY POLL

According to Rule 13.39(4) of the Listing Rules, any vote of Shareholders at a general meeting must be taken by poll except where the chairman of the meeting may, in good faith, allow a resolution which relates purely to a procedural or administrative matter to be voted on by a show of hands. Therefore, the resolution(s) put to the vote at the SGM will be taken by way of poll. An announcement on the results of the vote by poll will be made by the Company after the SGM in the manner prescribed under Rules 13.39(5) and (5A) of the Listing Rules.

RESPONSIBILITY STATEMENT

This circular, for which the Directors collectively and individually accept full responsibility, includes particulars given in compliance with the Listing Rules for the purpose of giving information with regard to the Company. The Directors, having made all reasonable enquiries, confirm that to the best of their knowledge and belief, the information contained in this circular is accurate and complete in all material respects and not misleading or deceptive, and there are no other matters the omission of which would make any statement herein or this circular misleading.

RECOMMENDATION

The Directors consider that the Proposed Change of Company Name is in the interests of the Company and its Shareholders as a whole and accordingly recommend all the Shareholders to vote in favour of the resolution to be proposed at the forthcoming SGM.

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

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)

NOTICE IS HEREBY GIVEN THAT the special general meeting (the "**SGM**") of New Silkroad Culturaltainment Limited (the "**Company**") will be held at Unit 606, 6th Floor, Emperor Group Centre, 288 Hennessy Road, Hong Kong on Thursday, 26 February 2026 at 10:00 a.m. to transact the following purposes:

SPECIAL RESOLUTION

To consider and, if thought fit, pass with or without amendments, the following resolution as a special resolution of the Company:

"**THAT** subject to and conditional upon the necessary approval of the Registrar of Companies in Bermuda having been obtained, the English name of the Company be changed from "New Silkroad Culturaltainment Limited" to "New Silkroad Holding Group Limited" and to adopt the Chinese name of "新絲路控股集團有限公司" as the Company's secondary name in place of its existing secondary name of "新絲路文旅有限公司" (the "**Proposed Change of Company Name**") with effect from the date of entry of the new English name and the secondary name 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, and that any one director of the Company (each a "**Director**") be and is hereby authorised to execute all such documents (and if such documents are required to be affixed with the common seal, any Director and company secretary of the Company or any two Directors are hereby authorised to sign and to affix the common seal on such documents) and do all such deeds, acts, matters and things as may be required, necessary, appropriate or expedient for the purpose of or in connection with the implementation of or to give effect to the Proposed Change of Company Name and to attend to any necessary registration and/or filing in Bermuda and Hong Kong for and on behalf of the Company in respect of the Proposed Change of Company Name."

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

Hong Kong, 3 February 2026

Registered office:
Clarendon House 2
Church Street
Hamilton HM 11
Bermuda

Head office and principal place of business in Hong Kong:
Unit 606, 6th Floor
Emperor Group Centre
288 Hennessy Road
Hong Kong

Notes:

1. A member entitled to attend and vote at the SGM convened by the above notice is entitled to appoint one or more proxies to attend and, subject to the provisions of the Bye-laws, to vote in his stead. A proxy need not be a member of the Company but must be present in person at the meeting of the Company to represent the member. If more than one proxies are so appointed, the appointment shall specify the number and class of Shares in respect of which each such proxy is so appointed.

2. Where there are joint registered holders of any Share, any one of such persons may vote at the meeting, either personally or by proxy, in respect of such Share as if he/she were solely entitled thereto; but if more than one of such joint holders are present at the meeting personally or by proxy, that one of the said persons so present whose name stands first on the register of members of the Company in respect of such share shall alone be entitled to vote in respect thereof.

3. In order to be valid, the form of proxy must be deposited together with a power of attorney or other authority, if any, under which it is signed or a notarially certified copy thereof, at the Company's branch share registrar and transfer office in Hong Kong, Tricor Investor Services Limited, at 17/F, Far East Finance Centre, 16 Harcourt Road, Hong Kong not less than 48 hours before the time for holding of the SGM or any adjournment thereof. Completion and return of a form of proxy will not preclude a member from attending in person and voting at the SGM or any adjournment thereof, should he so wish, and in such event, the form of proxy shall be deemed to be revoked.

4. For the purpose of ascertaining shareholders of the Company who are entitled to attend and vote at the SGM or any adjournment thereof, the register of members of the Company will be closed from Monday, 23 February 2026 to Thursday, 26 February 2026, both days inclusive, during which period no transfer of Shares will be registered. The record date for determining the entitlement of the shareholders to attend and vote at the SGM will be Thursday, 26 February 2026 and in order to qualify for the right to attend and vote at the SGM or any adjournment thereof, all transfer documents accompanied by the relevant share certificates must be lodged with the Company's branch share registrar and transfer office in Hong Kong, Tricor Investor Services Limited, at 17/F, Far East Finance Centre, 16 Harcourt Road, Hong Kong not later than 4:30 p.m. on Friday, 20 February 2026.

5. The resolution set out in this notice will be put to Shareholders to vote by way of a poll.

As at the date of this notice, the board of Directors 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.