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NEW SILKROAD HOLDING GROUP LIMITED
新絲路控股集團有限公司
(formerly known as New Silkroad Culturaltainment Limited 新絲路文旅有限公司)
(Incorporated in Bermuda with limited liability)
(Stock Code: 472)

CHANGE OF COMPANY NAME, STOCK SHORT NAMES AND COMPANY LOGO

References are made to (i) the announcement of New Silkroad Holding Group Limited (the "**Company**") dated 8 January 2026; (ii) the circular (the "**Circular**") of the Company dated 3 February 2026; and (iii) the poll results announcement of the special general meeting of the Company dated 26 February 2026, in relation to, among others, the Proposed Change of Company Name. Unless otherwise stated, capitalised terms used herein shall have the same meanings as those defined in the Circular.

CHANGE OF COMPANY NAME

The Board is pleased to announce that on 26 February 2026, the Registrar of Companies in Bermuda has issued the Certificate of Change of Name and the Certificate of Secondary Name, certifying that the English name of the Company has been changed from "New Silkroad Culturaltainment Limited" to "New Silkroad Holding Group Limited", and the Chinese name of "新絲路控股集團有限公司" has been adopted as the secondary name of the Company in place of the former secondary name of "新絲路文旅有限公司", both of which were registered on 26 February 2026.

On 19 March 2026, the Registrar of Companies in Hong Kong has issued the Certificate of Registration of Alteration of Name of Registered Non-Hong Kong Company, confirming the registration of the new English name "New Silkroad Holding Group Limited" and the adoption of the Chinese name "新絲路控股集團有限公司" in Hong Kong under Part 16 of the Companies Ordinance (Chapter 622 of the Laws of Hong Kong).

CHANGE OF STOCK SHORT NAMES

With effect from 9:00 a.m. on 31 March 2026, the Chinese stock short name for trading in the Shares on the Stock Exchange will be changed from "新絲路文旅" to "新絲路控股集團". The English stock short name for trading in the Shares on the Stock Exchange remains unchanged as "NEW SILKROAD", and the stock code of the Company remains unchanged as "472".

CHANGE OF COMPANY LOGO

To reflect the change of name of the Company, a new logo of the Company has been adopted with effect from 26 March 2026. The new logo will be printed on the Company's relevant corporate documents (including but not limited to interim and annual reports, announcements, circulars, notices, share certificates and press releases) and will be displayed on the Company's website.

EFFECTS OF THE CHANGE OF COMPANY NAME

The Change of Company Name will not affect any rights of the Shareholders or the daily business operations and/or financial position of the Company.

All existing share certificates in issue bearing the former names of the Company will continue to be evidence of title to such securities and will continue to be valid for trading, settlement, registration and delivery purposes. 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. With effect from 31 March 2026, new share certificates will be issued under the new names of the Company.

The principal place of business, telephone and facsimile numbers of the Company remain unchanged.

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

Hong Kong, 26 March 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.