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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)

INTERIM RESULT NOTICE – LOSS REDUCTION

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 2023 (the “**Current Period**”), the Group is expected to record a consolidated loss of approximately HK\$10,000,000 to HK\$20,000,000 which is substantially less than the consolidated loss of the corresponding period in 2022 of approximately HK\$123,428,000. The reduction in consolidated loss was mainly attributable to the contribution from the recognition of profit of over HK\$14,000,000 from the Group’s property management segment, which was acquired by the Group in May 2023, and the absence of impairment loss made in the first half of 2022 in relation to the Glorious Hill resort land in Jeju, South Korea in the Current Period.

As the Company is still in the process of finalising the results of the Group for the Current Period, 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 adjustments (if any). Shareholders and potential investors are advised to read carefully the interim results announcement of the Group for the Current Period, which will be published by the end of August 2023.

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
Ma Chenshan
Chairman and Executive Director

Hong Kong, 10 August 2023

As at the date of this announcement, the Board comprises four executive Directors, namely, Mr. Ma Chenshan, Mr. Zhang Jian, Mr. Hang Guanyu and Mr. Liu Huaming, and three independent non-executive Directors, namely Mr. Ting Leung Huel, Stephen, Mr. Tse Kwong Hon and Mr. Cao Kuangyu.