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(Incorporated in Bermuda with limited liability)

(Stock Code: 472)

RESIGNATION OF VICE-CHAIRMAN, CHIEF EXECUTIVE, EXECUTIVE DIRECTOR AND A MEMBER OF NOMINATION COMMITTEE

New Silkroad Culturaltainment Limited (the "Company") wishes to announce that Mr. Yan Tao ("Mr. Yan"), who tendered his resignation letter in June 2017, has resigned as executive director of the Company and ceased to be the vice-chairman of the board of directors (the "Board") of the Company, the chief executive and a member of the nomination committee of the Company with effect from 28 September 2017 due to his other business commitments.

Mr. Yan has confirmed that he has no disagreement with the Board and there is no matter relating to his resignation that needs to be brought to the attention of the shareholders of the Company.

The Board would like to express its sincere gratitude to Mr. Yan for his valuable contribution to the Company during his tenure of office.

By order of the Board

New Silkroad Culturaltainment Limited Ng Kwong Chue, Paul

Executive Director

Hong Kong, 28 September 2017

As at the date of this announcement, the Board comprises five executive directors, namely, Mr. Su Bo, Mr. Ng Kwong Chue, Paul, 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.