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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)

POSITIVE PROFIT ALERT

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 of directors of Company (the “**Board**”) wishes to inform 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 year ended 31 December 2018 (the “**Relevant Year**”), the Group is expected to turnaround and record a substantial increase in consolidated net profit as compared to a consolidated loss of approximately HK\$89,312,000 for the year ended 31 December 2017. The turnaround to profit was mainly attributable to the contribution from the P2P financing platform company which the Group acquired during the Relevant Year.

The Company is still in the process of finalizing the annual results of the Group for the Relevant Year. 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 finalization and necessary adjustments (if any). Shareholders and potential investors are advised to read carefully the annual results announcement of the Group for the Relevant Year, which will be published in March 2019.

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
Ng Kwong Chue, Paul
Executive Director

Hong Kong, 4 January 2019

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.