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

DELAY IN DESPATCH OF CIRCULAR IN RELATION TO: (I) MAJOR AND CONNECTED TRANSACTION; (II) PROPOSED OFF-MARKET SHARE BUY-BACK; AND (III) APPLICATION FOR WHITEWASH WAIVER

Reference is made to the announcement of New Silkroad Culturaltainment Limited (the "**Company**") dated 2 May 2019 (the "**Announcement**") in relation to, among other things, the Disposal, the Share Buy-back and the Whitewash Waiver (collectively, the "**Transactions**"). Capitalised terms used herein shall have the same meanings as defined in the Announcement unless the context otherwise requires.

Pursuant to Rule 8.2 of the Takeovers Code, the circular (the "**Circular**") to be issued by the Company containing, among other things, (i) further information on the Transactions; (ii) a letter from the Independent Board Committee to the Independent Shareholders containing its recommendation in respect of the Transactions; (iii) a letter from the Independent Financial Adviser to the Independent Board Committee containing its recommendation in respect of the Transactions; (iv) the property valuation report; and (v) the notice of the SGM shall be despatched to the Shareholders within 21 days from the date of the Announcement (i.e. on or before 23 May 2019).

As additional time is required for finalising the contents of the Circular, an application has been made by the Company to the Executive for a waiver from strict compliance with Rule 8.2 of the Takeovers Code and to grant its consent for an extension of time for despatch of the Circular on or before 13 June 2019. The Executive has indicated that it is minded to grant such consent.

By Order of the Board New Silkroad Culturaltainment Limited Ng Kwong Chue, Paul Executive Director

Hong Kong, 23 May 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.

All Directors jointly and severally accept full responsibility for the accuracy of the information contained in this announcement, and confirm, having made all reasonable enquiries, that to the best of their knowledge, opinions expressed in this announcement have been arrived at after due and careful consideration and there are no other facts not contained in this announcement, the omission of which would make any such statement contained in this announcement misleading.