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新絲路文旅有限公司 NEW SILKROAD CULTURALTAINMENT LIMITED

(Formerly known as JLF Investment Company Limited 金六福投資有限公司)*



(Incorporated in Bermuda with limited liability)

(Stock Code: 472)

CHANGE OF COMPANY NAME, STOCK SHORT NAMES, COMPANY WEBSITE, COMPANY LOGO AND EMAIL ADDRESS

The Board is pleased to announce that the Company has received the approval by the Registrar of Companies in Bermuda on the change of English name from “JLF Investment Company Limited” to “New Silkroad Culturaltainment Limited” and the Company has adopted the Chinese name “新絲路文旅有限公司” as the secondary name of the Company in place of the Chinese name “金六福投資有限公司” which was adopted for identification purpose with effect from 10 July 2015.

The stock short names for trading in the Shares on the Stock Exchange will be changed from “JLF INVESTMENT” to “NEW SILKROAD” in English and from “金六福投資” to “新絲路文旅” in Chinese with effect from 9:00 a.m. on 3 August 2015. The stock code of the Company remains unchanged as “472”.

The website of the Company has been changed from “<http://www.jlfinvestment.com>” to “<http://www.newsilkroad472.com>” and the logo of the Company has also been changed from  to  with effect from the date of this announcement.

The contact email address of the Company has been changed from “investor@jlfinvestment.com” to “investor@newsilkroad472.com” with effect from the date of this announcement.

Reference is made to the announcement of New Silkroad Culturaltainment Limited (formerly known as JLF Investment Company Limited) (the “**Company**”) dated 8 June 2015 and the circular of the Company dated 12 June 2015 (the “**Circular**”) in relation to, among other things, the Proposed Change of Company Name. Unless otherwise specified, capitalized 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 subsequent to the passing of the special resolution by the Shareholders at the SGM held on 6 July 2015 approving the change of Company's English name from "JLF Investment Company Limited" to "New Silkroad Culturaltainment Limited" and to adopt the Chinese name "新絲路文旅有限公司" as the secondary name of the Company in place of the Chinese name "金六福投資有限公司" which was adopted for identification purpose, the Company has received the approval by the Registrar of Companies in Bermuda on the change of name and has obtained the Certificate of Incorporation on Change of Name and the Certificate of Secondary Name from the Registrar of Companies in Bermuda on 10 July 2015.

The Certificate of Registration of Alteration of Name of Registered Non-Hong Kong Company has been issued by the Registrar of Companies in Hong Kong on 24 July 2015 confirming the registration of the new name of the Company "New Silkroad Culturaltainment Limited 新絲路文旅有限公司" under Part 16 of the Companies Ordinance (Chapter 622 of the Laws of Hong Kong).

CHANGE OF STOCK SHORT NAMES


The stock short names for trading in the Shares on the Stock Exchange will be changed from "JLF INVESTMENT" to "NEW SILKROAD" in English and from "金六福投資" to "新絲路文旅" in Chinese with effect from 9:00 a.m. on 3 August 2015. The stock code of the Company remains unchanged as "472".

EFFECTS OF THE CHANGE OF COMPANY NAME

The change of company name will not affect any of the rights of the Shareholders. All existing share certificates in issue bearing the former name of the Company will continue to be evidence of title to the Shares and will be valid for trading, settlement, registration and delivery for the same number of Shares under the new names of the Company. Accordingly, there will not be any arrangement for free exchange of existing share certificates for new share certificates bearing the new names of the Company.

CHANGE OF COMPANY WEBSITE AND COMPANY LOGO

The website of the Company has been changed from "<http://www.jlfinvestment.com>" to "<http://www.newsilkroad472.com>" and the logo of the Company has also been changed from

VATS to  with effect from the date of this announcement.

CHANGE OF EMAIL ADDRESS

The contact email address of the Company has been changed from "investor@jlfinvestment.com" to "investor@newsilkroad472.com" with effect from the date of this announcement.

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

Hong Kong, 29 July 2015

As at the date of this announcement, the Board comprises six executive Directors, namely, Mr. Su Bo, Mr. Yan Tao, Mr. Zhang Jian, Mr. Ng Kwong Chue, Paul, Mr. Hang Guanyu and Mr. Liu Huaming, and three independent non-executive Directors, namely Mr. Ting Leung Huel, Stephen, Mr. E Meng and Mr. Cao Kuangyu.

** for identification purpose only*