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Silverman Holdings Limited

銀仕來控股有限公司

(Incorporated in the Cayman Islands with limited liability)

(Stock Code: 1616)

VOLUNTARY ANNOUNCEMENT

This Announcement is made on a voluntary basis by Silverman Holdings Limited (the “**Company**”).

The board of directors of the Company (the “**Board**”) would like to keep the shareholders of the Company and potential investors informed of the latest business updates of the Company and its subsidiaries (the “**Group**”) to allow them to assess the developments of the Group.

The Board is pleased to announce that two large-scale television drama series invested and produced by Beijing Huasheng Taitong Media Investment Company Limited (北京華晟泰通傳媒投資有限公司), a wholly-owned subsidiary of the Company, have won five awards in the 11th Top Ten National Television Award Ceremony (第十一屆全國電視製片業十佳表彰大會) held in Beijing on 19 February 2017. The television dramas titled “The Legend of a Hong’an General (《鐵血紅安》)” and “The Great Eastern Battlefield (《東方戰場》)”, respectively, have each won the “Top Ten Television Series Award” (“十佳優秀電視劇”). He Wei (何煒), an experienced television media professional from Hubei Television (湖北廣播電視臺) who was the producer of the two television drama series has won the “Top Ten National Television Producer Award” (“全國十佳電視劇製片人”). Meng Fei (蒙飛), the production supervisor, and Zhang Jianzhi (張建志), the lighting designer, have each won the “Top Ten National Television Creative Award” (“全國十佳電視劇主創”).

The Top Ten National Television Award Ceremony, which is held every two years, is one of the most influential award ceremonies for the television media industry. The candidates for the awards include members of China Alliance of Radio, Film and Television (中國廣播電影電視社會組織聯合會) with governmental qualifications for television programme production, television series and television programmes produced in China and premiered on different major domestic television channels, as well as major person-in-charge and executives who have engaged in related creative, financing, production and publishing works. In the Top Ten National Television Award Ceremony, from screenwriting to shooting techniques, the awarded television series, including “The Legend of a Hong’an General” and

“The Great Eastern Battlefield”, have reflected the creative team’s professionalism and their artistic skills. Apart from gaining the audience’s applause and industry recognition, they also encourage more stunning television series to be shown on screen.

“The Legend of a Hong’an General”, a large-scale military-themed television series based on the stories of the generals from Hong’an County, was broadcast during prime time on China Central Television from 11 November to 3 December 2014. The series attracted strong public interest and received good reviews and ranked third in the ratings of the TV series broadcasted during the prime time on such television channel in 2014. In addition to being named as one of the twenty excellent TV series selected by the State Administration of Press, Publication, Radio, Film and Television in 2014 (二零一四年度國家新聞出版廣電總局二十部優秀劇碼), the series also won a nomination award for excellent TV drama of the 30th China TV Drama “Flying Apsaras Awards” (“第三十屆電視劇“飛天獎”優秀電視劇提名獎”) and a honor nomination award for TV series of 28th China TV Golden Eagle Award (“第二十八屆中國電視“金鷹獎”電視劇榮譽提名獎”). “The Great Eastern Battlefield”, an epic television series based on revolution history, won “Excellent Script Award” (優秀劇本獎) and “First-Class Award for Excellent TV Series Project” (“優秀電視劇項目一等獎”) and entered into the special introduction session of the 10th Busan Contents Market (第十屆釜山影視展特別推介環節) even before broadcasting. On 23 June 2016, the series premiered on Jiangsu Satellite TV, Hubei Satellite TV and Tencent Video. The series was also awarded the “China and South Korea Television Innovation Award” (“中韓影視創新獎”) in August 2016 and was named as one of the twenty excellent TV series selected by the State Administration of Press, Publication, Radio, Film and Television in 2016 (“二零一六年國家新聞出版廣電總局二十部優秀劇碼”) at the end of 2016.

The Board continues to be optimistic about the film, television and media industry in China and is confident about the future of the film, television and media business. The Board believes that the success of “The Legend of a Hong’an General” and “The Great Eastern Battlefield” will further enhance the Group’s reputation in the film, television and media business, which will in turn solidify the Group’s strength in the investment and production of film and television media. Leveraging on the Group’s excellent capabilities in the production of films and television series, the Company will continue to explore opportunities in the film, television and media industry to achieve better returns to reward the support of the shareholders of the Company.

By Order of the Board
Silverman Holdings Limited
LIU Dong
Chairman

Shandong, the PRC, 20 February 2017

As at the date of this announcement, the Board comprises eight Directors, namely Mr. LIU Dong, Mr. LIU Zongjun, Ms. CHEN Chen, Mr. HE Han and Mr. TAN Bin as executive Directors; and Mr. PAN Hongye, Mr. LAM Kai Yeung and Mr. GAO Gordon Xia as independent non-executive Directors.