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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**”, together with its subsidiaries, the “**Group**”) to provide the shareholders of the Company and potential investors an update on the latest business developments of the Group.

The board of directors of the Company (the “**Board**”) is pleased to announce that on the date of this announcement, the airing of “The Heavenly Emperor (御天神帝)”, a large-scale network movie drama invested by Beijing Starrise Pictures Co., Ltd. (北京星宏影視文化有限公司), a subsidiary of the Company, commenced on the Chinese internet video platform Youku (優酷).

“The Heavenly Emperor” is a fantasy-themed network drama adaptation of a popular and phenomenal piece of literature. Set after the beginning of Archeon where numerous clans strived for dominance, the drama follows the legendary rise of Ye Qingyu (葉青羽), a youth of marines, from the Luming County universe and the Bailu School universe to becoming the heavenly emperor with unsurpassed martial arts abilities and the hardships he went through along the way.

The drama was produced by the same production team which produced “Detective Samoyeds (熱血長安)”, a popular drama set during historic times. In addition to starring pop idol stars, such as Li Xinze (李欣澤), Fu Yangyang (傅楊楊), Zhang Yuenan (張悅楠), veteran actors such as Zheng Guolin (鄭國霖), Yang Niansheng (楊念生) also made cameo appearances in the drama.

The Board believes that the launch of “The Heavenly Emperor” will further enhance the reputation of the Group’s film and television business, and thus reinforcing such business. Leveraging on its established track record in producing films and television dramas, the Company will continue to explore further opportunities in the film, television and media industry.

By order of the Board
Silverman Holdings Limited
Liu Dong
Chairman

Shandong, the People’s Republic of China
13 July 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. WANG Liangliang, Mr. LAM Kai Yeung and Mr. GAO Gordon Xia as independent non-executive Directors.