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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 (hereinafter referred to as “**Silverman**” or the “**Company**”).

The board of directors of the Company (hereinafter referred to as the “**Board**”) hereby provides an update on the business of the Company and its subsidiaries (hereinafter collectively referred to as the “**Group**”) for the convenience of the shareholders of the Company and potential investors to assess the development of the Group.

The Board is pleased to announce that Beijing Huasheng Taitong Media Investment Company Limited (hereinafter referred to as “**Huasheng Media**”), a wholly-owned subsidiary of the Group, has entered into an agreement with the licensee of CCTV Animation Inc. (hereinafter referred to as “**CCTV Animation**”) in relation to the adaption and production of a drama named “The New Big Head Son and The Little Head Father” (《新大頭兒子和小頭爸爸》) based on a classical animation of CCTV with guaranteed income. The drama is planned to be shot in 300 episodes with 30 minutes each. The whole production is to be completed in three phases, and the shooting of the first 100 episodes is expected to be completed in the first half of 2017.

“The Big Head Son and The Little Head Father” (《大頭兒子和小頭爸爸》) animation series was first produced and broadcasted by China Central Television in 1995. As an outstanding representative work of China’s original animation, the drama was repeatedly screened in more than 20 years’ time, loved by children and families, and has a high reputation in the Chinese market.

Huasheng Media will rely on its own industry leading production capacity and build upon the IP content advantages, brand advantages and audience base of the drama to re-create and add artistic elements on top of the previous work, eventually presenting the work in the brand new form of drama. Huasheng Media will immediately kick start relevant works such as script writing and crew formation. CCTV Animation, as the joint producer, will leverage on its superior resources to start promotional work.

The Board continues to take an optimistic view on the film, television and media industry in China and has strong confidence in the film, television and media business. The Board believes that the successful production and broadcast of the drama will further enhance the Company's film and television business in terms of diversified production capacity and industry reputation, thus reinforcing the leading edge in investment and production of the Company's film and television business. Meanwhile, the Board expects to strengthen the cooperation between the Group and CCTV through showing the vitality of the classical animation IP of CCTV in the innovative form of TV drama. Based on the excellent production capabilities of films and TV dramas, the Group will continue its efforts to explore opportunities in the film, television and media industry, with the aim to develop the Group into one of the leading best-in-class film and television production companies in the market, whether in terms of quality and number of film and television productions.

By order of the Board  
**Silverman Holdings Limited**  
**Liu Dong**  
*Chairman*

Shandong, the PRC, 4 July 2016

*As at the date of this announcement, the Board of the Company comprises 6 directors, namely Mr. LIU Dong, Mr. LIU Zongjun and Ms. CHEN Chen as executive directors; and Mr. PAN Hongye, Mr. LAM Kai Yeung and Mr. GAO Gordon Xia as independent non-executive directors.*