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BIRMINGHAM SPORTS HOLDINGS LIMITED

伯明翰體育控股有限公司

(Incorporated in the Cayman Islands with limited liability)

(Stock Code: 2309)

PROFIT WARNING

This announcement is made by Birmingham Sports Holdings Limited (the “Company” and together with its subsidiaries, the “Group”) pursuant to Rule 13.09(2) of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited and the Inside Information Provisions under Part XIVA of the Securities and Futures Ordinance (Chapter 571 of the Laws of Hong Kong).

The Board of Directors (the “Board”) of the Company wishes to inform the shareholders of the Company (the “Shareholders”) and potential investors that, based on information currently available to the Board, the Group is expected to record a substantial increase in loss for the year ended 30 June 2018 as compared to the previous year. The increase in loss was mainly due to the increase in operating costs which largely attributed to the higher spending on players’ registration and staff costs as a result of the change of the club manager and signing in of a number of new players during the season with an aim to strengthen the competitiveness of the football club.

The Company is in the process of finalising the annual results of the Group for the year ended 30 June 2018. The information contained in this announcement is only based on a preliminary assessment made by the Board according to the unaudited management accounts of the Group for the year ended 30 June 2018 which have not been audited or confirmed by the Company’s auditor. Further details of the Group’s financial results and performance will be disclosed in the annual results announcement of the Company for the year ended 30 June 2018 which is expected to be released before the end of September 2018.

Shareholders and potential investors are advised to exercise caution when dealing in the shares of the Company.

By Order of the Board
Birmingham Sports Holdings Limited
Zhao Wenqing
Chairman

Hong Kong, 11 September 2018

As at the date of this announcement, the Board comprises nine Directors, namely Mr. Zhao Wenqing (Chairman), Mr. Huang Dongfeng (Chief Executive Officer), Ms. Chan Yuk Yee, Mr. Yiu Chun Kong and Mr. Hsiao Charng Geng as Executive Directors; Mr. Sue Ka Lok as Non-executive Director; and Mr. To Yan Ming, Edmond, Mr. Pun Chi Ping and Ms. Leung Pik Har, Christine as Independent Non-executive Directors.