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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)

VOLUNTARY ANNOUNCEMENT IN RELATION TO MEDIA REPORTS

This announcement is made by Birmingham Sports Holdings Limited (the “Company”) on a voluntary basis.

Reference is made to the clarification announcement of the Company dated 14 June 2022 (the “Announcement”) in relation to media reports. Capitalised terms used herein shall bear the same meaning as those defined in the Announcement unless otherwise specified.

The Board of Directors (the “Board”) of the Company has noticed certain media reports since 2 December 2022 referring to the disposal of interests of the Club by Mr. Vong (the “Transaction”).

The Board wishes to bring below statement issued by the Club in relation to the media reports and the Transaction to the attention of all shareholders and potential investors of the Company:

“The Club can confirm that the proposed deal for investment by MaxCo has come to an end following the Club’s owners’ exercise of their right to terminate the deal.

As supporters will appreciate, for legal reasons, the Club is restricted in what it is able to say publicly at this time.

Since media reports on Friday 2 December, the Club have been approached by other interested parties.

We wish to reassure supporters that all and any official developments will be published on the Club's website (BCFC.com) and official social media channels.”

Further to, and since the date of, the Announcement, the Company has not entered into any agreement in relation to the disposal of its approximately 75% interest in BCP, and BCP and the Club remain subsidiaries of the Company.

The Company wishes to remind all shareholders and potential investors of the Company to refer to the announcements published on the website of The Stock Exchange of Hong Kong Limited (www.hkexnews.hk) and the website of the Company (www.bshl.com.hk) when seeking information relating to the Company.

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

Hong Kong, 7 December 2022

As at the date of this announcement, the Board comprises eight Directors, namely Mr. Zhao Wenqing (Chairman), Mr. Huang Dongfeng (Chief Executive Officer), Mr. Yiu Chun Kong and Dr. Guo Honglin as Executive Directors; Mr. Sue Ka Lok as Non-executive Director; and Mr. Pun Chi Ping, Ms. Leung Pik Har, Christine and Mr. Yeung Chi Tat as Independent Non-executive Directors.