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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 DECISION OF THE DISCIPLINARY COMMISSION IN CONNECTION WITH BREACHES OF EFL REGULATIONS

This announcement is made by Birmingham Sports Holdings Limited (the “Company”, and together with its subsidiaries, the “Group”) on a voluntary basis.

Reference is made to the announcement of the Company dated 28 February 2020 in relation to the interim results for the six months ended 31 December 2019, whereby it was disclosed that the English Football League (“EFL”) has charged Birmingham City Football Club (“BCFC” or “Blues”), which is operated by the Group, for breaches of the EFL regulations arising from BCFC’s failure to comply with a business plan imposed by EFL.

The hearing of an independent Disciplinary Commission of the EFL was held on 12 February 2020. On 6 March 2020, BCFC received the decision of the Disciplinary Commission that the charge of EFL against BCFC is dismissed.

Below is the statement released by BCFC:

“AN INDEPENDENT DISCIPLINARY COMMISSION HAS DISMISSED AN EFL MISCONDUCT CHARGE AGAINST THE CLUB.

The charge - which was denied - was in relation to an alleged breach of an agreed business plan.

The business plan was implemented last season after Blues admitted a breach of Profitability and Sustainability rules, for which we were docked nine points in March 2019.

It means that there will be no further points deduction, no further punishment.

The Club welcomes the decision of the Disciplinary Commission and we have worked closely and amicably with the EFL on this matter since we were charged in May.

The EFL issued the below:

EFL STATEMENT: BIRMINGHAM CITY

The EFL notes the decision made by the independent Disciplinary Commission dismissing a misconduct charge brought by the EFL against Birmingham City in May 2019. That charge alleged the Club failed to adhere to elements of a business plan agreed with the Club following an earlier breach of Profitability and Sustainability Rules.

The decision remains subject to appeal and the League will consider the judgment in full before making any further comment.”

The Group will continue to provide full support to BCFC with an aim to achieve advanced positions in the Championship.

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

Hong Kong, 10 March 2020

As at the date of this announcement, the Board comprises nine Directors, namely Mr. Zhao Wenqing (Chairman), Mr. Huang Dongfeng (Chief Executive Officer), Mr. Yiu Chun Kong, Mr. Hsiao Charng Geng 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.