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BIRMINGHAM INTERNATIONAL HOLDINGS LIMITED

伯明翰環球控股有限公司

(Incorporated in the Cayman Island with limited liability)

(Stock Code: 2309)

PROFIT ALERT REGARDING 2012 INTERIM RESULTS

This announcement is made by the Company pursuant to Rule 13.09 of the Listing Rules and the Inside Information Provisions under Part XIVA of the SFO.

Based on a preliminary review of the Group's unaudited consolidated management accounts for the six months ended 31 December 2011, the Group is expected to record a profit for the six months ended 31 December 2011 which is a significant improvement as compared to the financial results of the Group for the six months ended 31 December 2010.

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

This announcement is made by the board of directors (the "**Board**") of Birmingham International Holdings Limited (the "**Company**") together with its subsidiaries, (the "**Group**") pursuant to Rule 13.09 of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited (the "**Listing Rules**") and under Part XIVA of the Securities and Future Ordinance (the "**SFO**") (Cap.571).

The Board of the Company wishes to inform the shareholders of the Company and potential investors that, based on a preliminary review of the Group's unaudited consolidated management accounts for the six months ended 31 December 2011, the Group is expected to record a profit for the six months ended 31 December 2011 which is a significant improvement as compared to the financial results of the Group for the six months ended 31 December 2010.

Based on the information currently available, the profit and the improvement from the previous period for the six months ended 31 December 2011 is mainly attributable to efforts to reduce player expenses and to generate revenue on player disposals.

The information contained in this announcement is only based on the Company's preliminary review of the unaudited management accounts of the Group for the six months ended 31 December 2011, which have not been audited or reviewed by the Company's auditors. The unaudited financial results of the Group for the six months ended 31 December 2011 will be published by mid of March 2013.

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

By Order of the Board

BIRMINGHAM INTERNATIONAL HOLDINGS LIMITED

Peter Pannu

Executive Director, Chief Executive Officer and Managing Director

Hong Kong, 5 March 2013

As at the date hereof, the executive directors of the Company are Mr. Yeung Ka Sing, Carson, Mr. Peter Pannu, Mr. Ma Shui Cheong, Mr. Chan Shun Wah, Ms. Wong Po Ling, Pauline and Mr. Cheung Kwai Nang and the independent non-executive directors are Mr. Yau Yan Ming, Raymond and Mr. Wong Ka Chun, Carson.