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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 FURTHER POSTPONEMENT OF ENGLISH FOOTBALL LEAGUE FIXTURES

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

Reference is made to the voluntary announcement of the Company dated 20 March 2020 (the “Announcement”) in relation to the postponement of English Football League fixtures. Capitalised terms used herein shall bear the same meaning as those defined in the Announcement unless otherwise specified.

On 3 April 2020, football authorities in the United Kingdom including the EFL announced that as a result of the ongoing COVID-19 pandemic, they have collectively agreed to postpone football competitions until it is safe to resume. It was also announced that the situation will be kept under constant review with matches only returning at an appropriate point and based on the latest guidance provided by the relevant government departments and health authorities.

Birmingham City Football Club, which is operated by the Group, hoped that football clubs in England would be able to play again after 30 April 2020 with competitions beginning in mid-May 2020. However, there is now no definitive date.

The Company will closely monitor the situation and assess impacts on the financial position and operating results of the Group.

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

Hong Kong, 7 April 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.