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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)

INSIDE INFORMATION EXPECTED DECREASE IN LOSS

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 (the “Listing Rules”) and the Inside Information Provisions (as defined in the Listing Rules) 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 the preliminary review on the information currently available to the Board, including the unaudited consolidated management accounts of the Group for the year ended 30 June 2021 (“FY20/21”), it is expected that the Group will record a decrease in loss before tax for FY20/21 by over 65% as compared to that of the year ended 30 June 2020. The expected decrease in loss for FY20/21 is mainly due to (i) the sale of several players by Birmingham City Football Club PLC, a principal subsidiary of the Group, from which profits were recorded by the Group on such transfer activities; and (ii) the gain on disposal of subsidiaries in FY20/21, which were partly off-set by (i) the decrease in revenue due to the outbreak of novel coronavirus (COVID-19) pandemic; (ii) the fair value loss on the Group’s investment properties; and (iii) the loss on extinguishing financial liabilities with equity instruments due to loan capitalisation during FY20/21.

The Company is still in the process of finalising its annual results announcement for FY20/21. The information contained in this announcement is only based on the preliminary assessment of the information currently available to the Board which have not been reviewed or audited by the independent auditor and/or the audit committee of the Company, and are subject to adjustments and amendments. The annual results of the Group for FY20/21 are expected to be announced on 30 September 2021.

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, 17 September 2021

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.