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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 PROPOSED INVESTMENT DEAL FOR A SHAREHOLDING IN THE CLUB

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

The Board of Directors of the Company (the “Board”) wishes to bring below statement issued by Birmingham City Football Club PLC (the “Club”) in relation to a proposed investment deal for both St. Andrew’s Stadium and a shareholding in the Club to the attention of all shareholders and potential investors of the Company:

“The Club can confirm that talks have been initiated between a shareholder and a third party over a proposed investment deal for both St. Andrew’s Stadium and a shareholding in the Club.

For legal reasons, the Club is restricted in what it is able to say publicly regarding this matter and are not currently at liberty to name the prospective investor or to provide any further details regarding the negotiations.

Due diligence is currently being undertaken by the prospective investor.

Where possible, the Club will endeavour to keep supporters informed and all official information will be published on BCFC.com and the Club’s official social media channels.”

As at the date of this announcement, the Company is the holder of approximately 75% interest in Birmingham City PLC (“BCP”, which owns the entire issued share capital of the Club), and BCP and the Club are 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, 26 January 2023

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.