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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 PROFIT WARNING

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, the Group is expected to record a loss attributable to owners of the Company of not more than HK\$30.0 million for the six months ended 31 December 2022 as compared to the loss attributable to owners of the Company of approximately HK\$10.3 million for the corresponding period in 2021. The increase in loss was mainly due to (i) the significant increase in foreign exchange loss arising from the devaluation of Pounds Sterling; (ii) the decrease in profit on sales of players’ registration; (iii) absence of insurance compensation on business interruption caused by COVID-19; and (iv) the increase in loss arising on fair value change on investment properties during the six months ended 31 December 2022, which were partly offset by (i) the decrease in players’ costs and relevant expenses during the period under review; and (ii) the expected compensation from the football club segment under the profit and loss sharing arrangement between the Company and Oriental Rainbow Investments Limited.

The information contained in this announcement is only based on the preliminary assessment of the information currently available to the Board, including the consolidated management accounts of the Group 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 interim results of the Group for the six months ended 31 December 2022 are expected to be announced by the end of February 2023.

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, 10 February 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.