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ZO FUTURE GROUP

大象未來集團

(Formerly known as 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)

CHANGE OF COMPANY NAME, STOCK SHORT NAMES AND COMPANY WEBSITE

References are made to the announcement of ZO Future Group (formerly known as Birmingham Sports Holdings Limited) (the “Company”) dated 7 August 2023, the circular of the Company dated 17 August 2023 (the “Circular”) and the announcement of poll results of the EGM of the Company dated 7 September 2023 in relation to the Proposed Change of Company Name. Unless the context otherwise requires, capitalised terms used in this announcement shall have the same meanings as those defined in the Circular.

CHANGE OF COMPANY NAME

The Board is pleased to announce that subsequent to the passing of a special resolution in relation to the Proposed Change of Company Name by the Shareholders by way of poll at the EGM held on 7 September 2023, the certificate of incorporation on change of name has been issued by the Registrar of Companies in the Cayman Islands on 11 September 2023, certifying that the Company has changed its English name from “Birmingham Sports Holdings Limited” to “ZO Future Group” and has adopted and registered the dual foreign name of the Company “大象未來集團” in place of the Chinese name “伯明翰體育控股有限公司”, both with effect from 11 September 2023.

The Certificate of Registration of Alteration of Name of Registered Non-Hong Kong Company was issued by the Registrar of Companies in Hong Kong on 29 September 2023 confirming the registration of the new name of the Company in Hong Kong under Part 16 of the Companies Ordinance (Chapter 622 of the Laws of Hong Kong) with effect from 29 September 2023.

Effects of the Change of Company Name

The change of company name will not affect any of the rights of the existing Shareholders or the Company's daily business operations or its financial position. All existing share certificates of the Company in issue bearing the former name of the Company will continue to be evidence of legal title to the Shares and will continue to be valid for trading, settlement, registration and delivery for the same number of shares in the new name of the Company. There will not be any arrangement for free exchange of the existing share certificates of the Company for new share certificates printed in the new name of the Company. New share certificates will be issued only in the new name of the Company with effect from 9 October 2023.

CHANGE OF STOCK SHORT NAMES

With effect from 9:00 a.m. on 13 October 2023, the stock short names for trading in the shares of the Company on the Stock Exchange will be changed from "BIRMINGHAM SPTS" to "ZO FUTURE GROUP" in English and from "伯明翰體育" to "大象未來集團" in Chinese. The stock code of the Company on the Stock Exchange will remain unchanged as "2309".

CHANGE OF COMPANY WEBSITE

With effect from 13 October 2023, the website of the Company will be changed from "www.bshl.com.hk" to "www.zogroup.com.hk".

By Order of the Board
ZO Future Group
Zhao Wenqing
Chairman

Hong Kong, 6 October 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.